

National

CLEANER AND DYER

*First in
The Drycleaning
Industry
Since 1910*

APRIL 1958



ELABORATE style show was one of many features of the NID convention held in Miami. For details of the meeting see page 26

IN THIS ISSUE

What are qualifications for top management? .. see page 32

Will spot repellents help your sales? see page 50

Tips to help you with air compressors see page 64

Now, for two-fisted solvent-cleaning action



... the makers of Hyflo announce **HYSWEET**
a new sweetener developed for use with the charged system

The One-Two Punch that knocks out all types of soil—more free fatty acids

Now, from the makers of Hyflo®—the drycleaning industry's standard for removing insoluble dirt from solvent—comes HYSWEET®—the new sweetener that removes more free fatty acids and less detergent than any other sweetener on the market, today.

Johns-Manville drycleaning research and thorough field testing prove Hysweet removes far less detergent than any other sweetener—prevents increased filter pressure—eliminates frequent distillation.

HYSWEET adsorbs soluble substances from any solvent—with any system.

With Hysweet in your system, you can now fight the build-up of soluble substances that tend to foul solvent. Microscopic Hysweet particles actually pull free fatty acids out of solution—keep them out of solution—out of

*Trade Mark

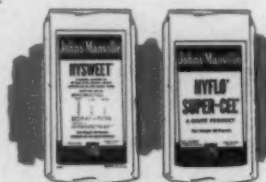
garments. This means you handle more work with smaller solvent inventories and fewer system shutdowns.

In combination, Hysweet and Hyflo offer the double advantage of longer solvent cycling and sweeter solvent, free of both solubles *and* insolubles.

For the name of your nearest Hysweet and Hyflo dealer, write Johns-Manville, Box 14, New York 16, N. Y.

For complete J-M service for Drycleaners:

- J-M HYSWEET in the red-label bag—HYFLO in the blue-label bag.
- J-M Dealers—there's one nearby ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning laboratory—constantly studying the latest cleaning methods.



JOHNS-MANVILLE



BUCKEYE CODE 166

ADDITIONAL INSTALLATION REPORTS ON 1,078 LOADS

designed for PERCHLORETHYLENE Plants only!

INSTALLATION REPORT:

Buckeye
CODE 166

DATE Feb. 2, 1958

REPORT NO.
1852

PROCEDURE THIS TEST:

MAKE OF MACHINE 32 Types and Makes of Synthetic Cleaning Machines

NUMBER OF LOADS 1,852

POUNDS CLEANED 62,628

CLASSIFICATION OF LOAD Mixed — (all classifications)

NUMBER OF PIECES 52,055

NUMBER OF PIECES SPOTTED 8,007 15.38%

WET CLEANED 508 .97%

RERUN 1,431 2.75%

PASSED 42,109 80.90%

REMARKS:

No other soap or detergent manufacturer can make this kind of statement or report!

All figures verified by actual reports

Removes water soluble soil - (more of it, too) without additional moisture!

Amazing safety in handling all Fabrics and Colors!

Practically reduces spotting and wet cleaning!

Dirt gets up and gets out - so does static!

Puts the DRY back into Dry Cleaning!

Embodied in this new Davies-Young synthetic detergent—BUCKEYE CODE 166—are all of the Buckeye-developed anti-static properties which produce the famous "LINT-FREE CLING-FREE" Dry Cleaning Process†. Prove it and profit by it in your own plant. Contact your local Buckeye Distributor now, or write us.

*Trademark of the Davies-Young Soap Company
†U.S. Pat. No. 2,729,679; Canadian Pat. No. 538,758; other patents pending.



Producers of Quality Products for the Dry Cleaning Industry Since 1844

**Sales and quality go up
... costs come down**

when you put in this

NEW HOFFMAN TEAM

THE COLLARMASTER

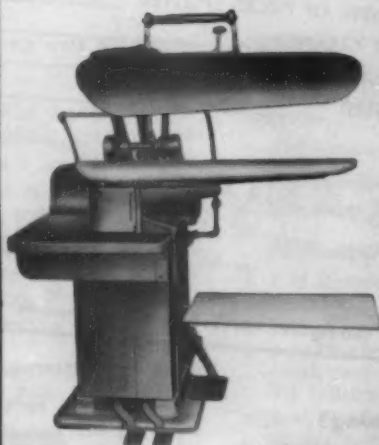


Take Advantage of the Efficiency of a Complete "Hoffman Department"



MUSHROOM PRESSING MACHINE

For trouser tops, coat backs, collars, form-fitting woolen dresses, blouses, jackets.



OFFSET PRESS AND IRONING BOARD

Three machines in one: offset skirt press, an ironing board, a steaming board.



TROUSER LEG PRESSING MACHINE

Instant steam from head and buck. Foot pedal or "aerodraulic" operation. Available with polished head.

YOU'LL get faster, better, safer work with the Hoffman All-Pneumatic Press and the Hoffman Collarmaster.

This new Hoffman General Utility Press is the fastest air-operated press on the market . . . and the safest, too! One hand trips the actuating lever, the other the full-pressure button, keeping hands clear of moving head. Cyclamatic controls provide automatic steam and vacuum. Extra space in work area and behind buck means fewer lays, helps work flow faster. With its special press plate, it's safe to use on *any* fabric.

The new Hoffman Collarmaster shapes collars as the tailor designed them. It's so simple to operate a beginner can get a perfect job every time. Place the garment, touch the pedal, and the Collarmaster takes over. Head comes down, steam and vacuum are applied . . . and timed . . . automatically. The head is released and the job is done . . . all in a single step.

The Collarmaster eliminates the multiple lays on a utility press, turns out perfectly finished jobs many times faster. Teamed with the HOFFMAN General Utility Press, it will boost your volume, improve your quality, lower your costs.

For high efficiency all along the line, your best bet is a complete Hoffman Press Department, combined with the famous Hoffman H-Jet Dry Cleaning System, including the new Vaposaver (reclaimer) tumbler.

For full information, call or write your nearest Nicholson distributor . . . or W. H. Nicholson and Company, 12 Oregon Street, Wilkes-Barre, Pa.



**GENERAL
UTILITY
PRESS**



STEAM PUFF IRONS, MODEL 127
Shoulder, mushroom, and long sleeve
heads, on one table.

A satisfied customer is our first interest

N

ICHOLSON

OF WILKES-BARRE, PA.

Distributors in all principal cities

W. H. NICHOLSON AND CO., General Sales Offices—12 Oregon Street, Wilkes-Barre, Pa.

April, 1958

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APRIL, 1958

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Wash 'n Wear ... to Music

We recently attended a "dramatized merchandising review" of wash-and-wear garments at the invitation of a major fiber producer. This firm had commissioned a professional Broadway outfit to stage an hour-long musical extravaganza. It depicted the past, present and future of this apparel.

The presentation cost well into five figures. Complete with orchestra, actors and singers, plus an original score, the scenes were staged against a backdrop of a typical large department store. Around the edges of the stage were batteries of home washers and driers.

As the show unfolded the history and future of wash-and-wear, these machines were in actual operation. To climax the performance, a bevy of models donned the freshly dried garments from the units right on stage. To the audience, sitting at a distance, the garments appeared quite neat.

The impression made on the assembled retailers and buyers was terrific. If for no other reason, the presentation was a success, because of its entertainment value alone. Make no mistake about it, the promotional barrage will be heavier than ever in the future. This show was a small sample of what is to come.

Future merchandising will emphasize all-year-round apparel for both sexes. It was clear that unless we tell the housewife that we can handle wash-and-wear better and more easily for her, she may never realize it and do this work at home herself.

Only aggressive advertising by dry-cleaners, individually and collectively, can blunt this definite threat to our industry.

Thought for the Month

Most of us never recognize opportunity until it goes to work in our competitor's business.—Art Schuelke

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printed spreads or folders, please write
for prices and additional information. All
prices F.O.B. Lancaster, Pa.

Address the Editor:
NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

STREAKS-SWALES-RINGS

**eliminated completely
by the 2-Bath Method**

All charged systems build up with non-volatile impurities which include fatty acids, cholesterol, mineral oil and grease.

When left in the garments these non-volatile impurities result in streaks, swales and spotting rings.

The various types of activated carbon used by drycleaners serve well in controlling the color of the used charge, but are not capable of removing all of the non-volatile impurities which result in streaks, swales and spotting rings.

Distillation completely removes all of these objectionable impurities, but also removes all of the

active detergent in the charge. This places a prohibitive detergent cost on the frequent distillation of charged solvent.

This problem has been solved in over 5000 leading plants by distilling a separate rinse bath instead of the charged bath.

Garments cleaned in this 2-Bath Method are dried after having been rinsed free of excess non-volatile matter. There can be no streaks, swales or spotting rings. And by distilling the rinse solvent instead of the charged solvent, detergent costs are held to a minimum.



CHOLESTEROL-FATTY ACIDS-MINERAL OIL-GREASE

This photograph shows one of STREET's chemists who is conducting a routine analysis of charged solvent samples. All charge taken from hundreds of plants of all types had this in common: all were contaminated with soluble impurities of the types named above. Regardless of the type or brand of detergent, and regardless of whether it was used in 1, 2 or 3% the charged solvent built up with these non-volatile impurities which could not be removed in a practical, commercial operation without removing the active ingredient. Anyone observing the results of these tests would readily recognize the advantage to distilling a separate purified rinse, as practiced successfully in the 2-Bath Method.

*For complete service on the 2-Bath Method with Conductivity Control,
enlist the aid of one of Street's 50 highly trained technicians.
Write to R. R. Street & Co. Inc., 561 W. Monroe Street, Chicago 6, Illinois.*

PRESENTING.....

THE PROFIT MAKING UNIPRESS

Glide-O-Lectric

ELECTRIC ONE-GIRL SHIRT FINISHING UNIT

★ DRESS SHIRTS

★ SPORT SHIRTS



★
25-30
SHIRTS
AN HOUR

★
EASY TO
INSTALL
No Boiler
or Steam
Equipment
Necessary

★
DECORATOR
COLORS

★
EASY TO
OPERATE

★
FULLY
AUTOMATIC

★
SPACE-
SAVING

★
TOP-QUALITY
FINISHING

★
RUGGED
CONSTRUCTION

★
PAYS FOR
ITSELF

UNIPRESS

makes your entry into Shirt Finishing possible Today!

... And you can do it without installing boilers and other expensive equipment. The UNIPRESS GLIDE-O-LECTRIC unit is air operated with electrically heated heads and bucks to assure top quality and outstanding production. The GLIDE-O-LECTRIC four machine unit is fully automatic. Training an operator is simple ... needs only a few hours of instruction. The UNIPRESS GLIDE-O-LECTRIC unit is designed to produce approximately 200-250 quality finished shirts per day. That means extra profits for you, faster service to customers.

THE UNIPRESS COMPANY

2814 Lyndale Avenue So.

Minneapolis, Minn.

Please send full information on the profit-making
UNIPRESS GLIDE-O-LECTRIC ONE-GIRL SHIRT UNIT.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Send the coupon today and get complete details on how the
UNIPRESS GLIDE-O-LECTRIC can develop
a profitable shirt business for you.



FINER FINISHING FASTER WITH...

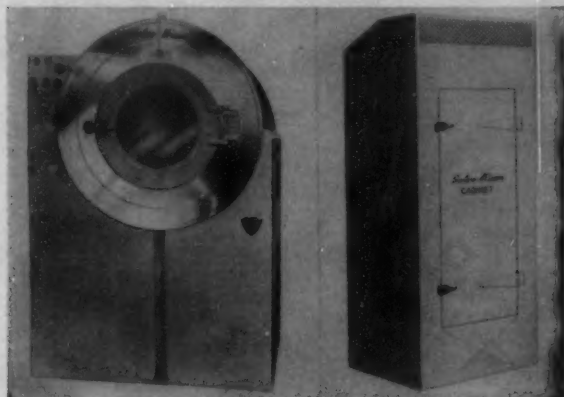
THE UNIPRESS COMPANY

2814 Lyndale Avenue So. • Minneapolis, Minnesota

NEW PRODUCTS

AND LITERATURE

Hoyt Introduces Two New Reclaimers



Steem-Mist (left), a newly introduced Hoyt reclaimer, is designed to eliminate lint problems. Made of stainless steel, the Steem-Mist feature restores the natural moisture in fabrics and reduces finishing time, Hoyt reports. It also revitalizes garments, making them feel and handle like new. With lint problems eliminated, lights and darks can be mixed in a common load.

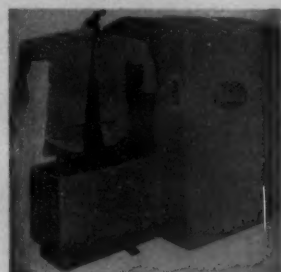
The new Steem-Mist reclaimer also incorporates Hoyt's standard features including cool-down cycle, reclamation during cooling, and a large, easily cleaned lint trap. A wide range of sizes allows selection to suit individual needs.

Hoyt has also announced a reclaiming solvent and drying cabinet which serves the dual purpose of recovering solvent and drying garments requiring special treatment, such as wedding gowns, evening gowns (with sequins or rhinestones particularly) and man-made fur garments.

Use of this cabinet minimizes pressing and other hand finishing and protects delicate fabrics, Hoyt claims.

Complete information may be obtained by writing to Hoyt Manufacturing Corp., Forge Rd., Westport, Mass.

Pantex Offers Shirt Bosom-Body Press



A new Cabinet Bosom-Body shirt press, featuring one moving head, has been placed on the market by Pantex Manufacturing Corporation. According to Marvin Green, Pantex vice-president and general sales manager, the new cabinet machine employs a technique that is easily mastered by inexperienced operators. The new unit is fully enclosed, and needs fewer hand operations.

A single foot pedal controls the sleeve holders and tail clamps on the new machine. Collar clamp release is automatic. The operator presses one button and the completely automated cycle finishes bosom, body and yoke in one operation. A timer, in easy reach at the side of the machine, can be readily adjusted to accommodate varying shirt finishing needs.

Of special interest, Mr. Green mentioned, is the fact that sim-

plified air valves are used throughout the new cabinet model. In addition, there is only one moving head with fewer moving parts.

Further information is available from Pantex Manufacturing Corporation, 521 Roosevelt Ave., Pawtucket, R. I.

Box-Storage Promotion

To encourage box storage, Reliable Machine Works, Inc., has introduced a new promotion package which includes 10 newly designed hamper-style boxes. The maker reports that the boxes can be easily assembled by snap-folding from knockdown. Bundle inserts, self-sticking truck posters, garment handkerchief pocket inserts, eased window poster, box sticker, Day-Glo streamers, routeman's buttons, listing and control sheets are included in the package.

According to Harold Friedman, company sales manager, box storage promotion is one facet of the over-all storage opportunities in cloth as well as fur garments now available to plantowners.

"During the past few years," he states, "on-premise storage facilities in neighborhood and larger plants have increased many times. This complete storage facility concept . . . completes for the consumer the idea and actuality of the one-stop, one-source service for all garments."

E-Z Packaging Aids



Additional features have been incorporated in the new E-Z Plastic Garment Bagger. A simple, attractive pedestal-mounted unit, the new bagger occupies less than 4 square feet of floor space.

Hairline sealing can be easily and quickly achieved even by

inexperienced operators, the maker states. Sealing knives are completely covered to eliminate any danger to the operator. The unit can be operated by either left or right hand. Made of aluminum alloy and stainless steel, the E-Z Plastic Garment Bagger needs little maintenance.

The manufacturer is also offering a new polyethylene, the Vue Plastic by Chippewa, that is said to be thicker and stronger yet clearer. Vue Plastic is available in any width rolls and can take a fine seal, E-Z reports.

For more information on the E-Z Plastic Bagger and Vue Plastics, write to E-Z Packaging Corporation, 4850 W. Belmont Ave., Chicago 41, Ill.

Lint Remover for Tumblers



The Wichita Precision Tool Co. has designed a new static grounding device called the D-Linter. According to the manufacturer, field tests have proved the D-Linter up to 95 percent effective in removing lint caused by static electricity in the tumbler cylinder. It is simple to install through the tumbler shell and ground to a water line, the maker claims. The unit comes complete with 8 feet of ground wire, clamp and other fittings.

Additional information is available on request to Wichita Precision Tool Co., 450 N. Seneca, Wichita 12, Kans.

APCO Announces Brochure

Anderson-Prichard Oil Corporation has released an attractive eight-page bulletin explaining the advantages of its Deodorized APCO 125 drycleaning solvent.

Among the advantages claimed for this petroleum solvent are absence of odor, increased cleaning room capacity, and time and heat saved

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

through lower tumbling temperatures. The manufacturer further states that utility and labor costs are cut with this product. Other advantages are that cleaning is improved and it is easy to switch to this solvent from the older type.

The product has proven itself by usage in well-known plants over the past eight years and is now used by over 1,200 plants in one state, according to Anderson-Frichard. Copies of the brochure may be obtained by writing the manufacturer, Liberty Bank Building, Oklahoma City 2, Okla.

Ajax 1958 Air Presses



The Ajax Pressing Machine Company has presented its 1958 line of air-operated dry-cleaning presses. There is a complete range of models available including utility presses, pants leggers, pants toppers and offset finishing presses.

The line features a pressure delivery unit that has only one moving part and requires no adjusting mechanism. The presses automatically adjust themselves to assure even finishing and proper pressure. A sensitive pressure control gives any desired pressure immediately, for "no-shine" finish.

All presses are equipped with a table-length touch bar control giving the operator added convenience, which results in faster finishing. A foot control is also supplied for head closing.

More complete information can be obtained from Ajax Pressing Machine Company, 619 S. Fifth West St., Salt Lake City, Utah.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Detrex Presents Spray-Rinse Drycleaning Unit



A swirl-spray rinse cleaning action is a major feature of the new Detrex Monarch Model 527R. This new machine introduces a completely new cleaning principle, according to H. R. Norgren, vice-president of Detrex.

The swirl-spray rinse action provides a 360 degree swirl-spray rinse during the rinse-extract cycle. It is said to combine the best features of extraction rinse and batch rinse. In addition

to greater flexibility, the new Swirl-Spray Rinse Monarch offers a 25 percent increase in production, it is reported.

Detrex now provides a series of 35-pound drycleaning machines: the Detrex Two-Bath Monarch, Single-Bath Monarch and Swirl-Spray Rinse model.

For copies of the new specification sheet No. DK-5351 on the new Monarch write to Detrex Chemical Industries, Inc., Box 501, Detroit 32, Mich.

Sanex Announces New Merchandising Aids



A new booklet issued by Signal Mfg. Co. details all the merchandising aids for Sanex Mothproofing Service.

Sanex is a solvent-soluble concentrate developed to mothproof woolen garments. Applied in the wheel, Sanex P-11 is for petroleum systems, and Sanex S-7 for synthetic systems.

All users of Sanex are supplied with a complete moth protection program. The booklet explains the program, and gives practical, promotional suggestions as well as showing the various sales aids available.

As part of its Sanex promotion package, Signal is offering a giant new window streamer and window showcard.

The window streamer measures 3 feet high by 4 feet wide, and is sent with each order of Sanex Mothproofing. There is no additional charge. The company states that the new streamer will be printed in two colors, plus a Day-Glo color.

Signal has also prepared a limited number of 21-by-28-

inch Sanex window showcards. They will be offered free to Sanex "early bird" purchasers on a first-come, first-served basis. This new heavy-duty window card is in line with Signal's emphasis on visual display.

Bob Lusher, president of Signal Chemical, reports that the entire Sanex program is being planned to help the plantowner emphasize the additional textile maintenance service of free Sanex mothproofing.

For complete information write to Signal Chemical Mfg. Co., 5020 Richmond Rd., Bedford, Ohio.

Stain Removal Data



"Spot and Stain Removal Handi-File" is a new aid for drycleaners, laundrymen and rug cleaners, issued by the A. L. Wilson Chemical Co. When opened, the Handi-File shows an up-to-date chart that indicates which "GO" products to use to remove 42 of the most

common stains encountered. The Handi-File is punched at the top for hanging on the wall, and contains a pocket that may be used for holding Wilson "How-to" sheets, as well as other useful information on stain removal.

Free copies of the Handi-File may be obtained on request to the A. L. Wilson Chemical Co., Kearny, N. J. Readers are asked to specify whether they wish Drycleaner or Laundry How-to sheets or both in their files. Additional sheets are planned for future publication and will be distributed by the firm's field representatives and jobbers.

Rack 'N Roll Poly Bagger

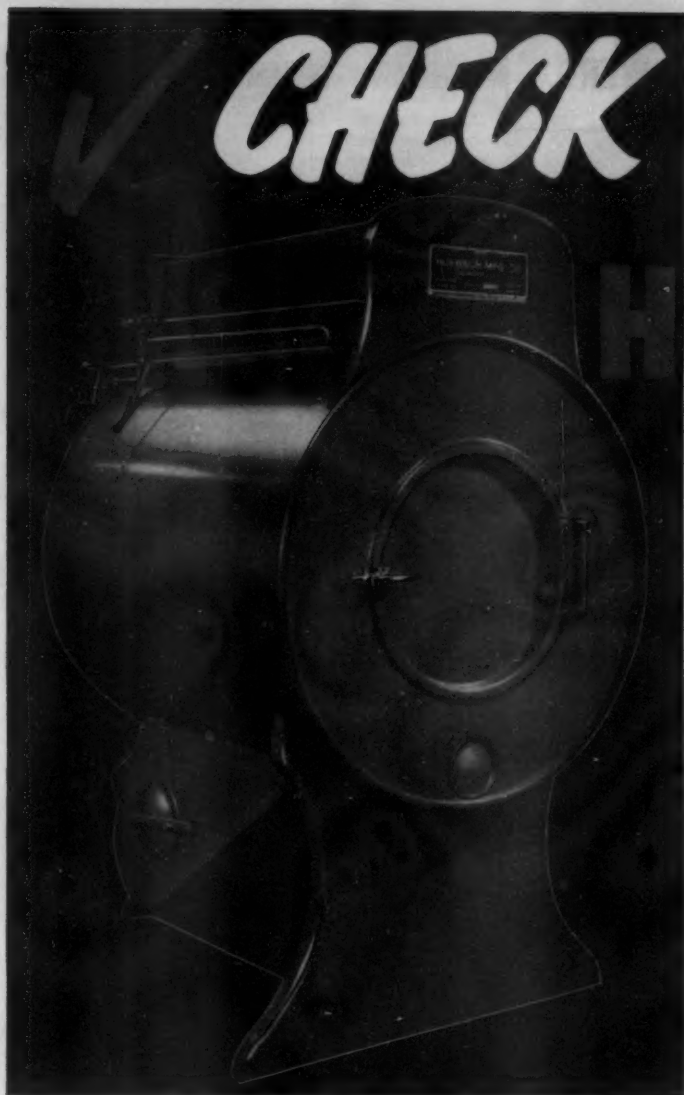


Rack 'N Roll is a new automatic polyethylene bagging machine designed by Technical Tape Corporation. The rack holds from one to three rolls of clear polyethylene bags of various sizes. A packager can choose a 30-, 36- or 54-inch size, depending upon the garment to be bagged. The center of the rack automatically opens the bag to receive the garment. A quick tear along the perforated line removes the bagged garment from the roll, completing the operation in two seconds, according to the manufacturer.

The Rack 'N Roll is leased to cleaners at no charge. With the purchase of two assorted rolls of poly bags the machine is supplied free. The bags come in perforated rolls of 1,000 36-inch bags or 667 54-inch bags, both in standard 24-inch width; or in a roll of 1,400 20-by-30-inch width. Extra flaps above the sealed bag top allow ticketing without piercing the bag. These bags add to the attractiveness of the package and make carrying easier, lighter and more convenient.

Continued on page 11

✓ CHECK



the many features and
advantages offered by

HUEBSCH

DRY CLEANING TUMBLERS



SAFETY FEATURES! Standard equipment includes explosion hatch ... double-fused steam extinguisher valve ... explosion-proof motor ... padded ribs ... static electricity steam spray ... grounding connection.



OPEN-END DESIGN assures fast, efficient loading and unloading.



STEAM COILS of latest fin and tube construction.



NEW, EASILY OPERATED DAMPER for regulating air temperature.



OVERSIZED PARTS designed for added strength and long wear.



LOW IN COST and economical to operate.

SIMPLE, EASY-TO-SERVICE. All parts easily accessible.



CHOICE OF ANY COLOR at no extra cost.



CHOICE OF FOUR SIZES: 36" x 18", 36" x 24", 36" x 30", 42" x 42".

*Ask your jobber for complete details, or
write directly to*

HUEBSCH ORIGINATORS

3775 N. Holton Street • Milwaukee 1, Wisconsin

April, 1958



QUESTIONS and ANSWERS

Oil and Water Stain Removal

Can you recommend a cleaning fluid that will remove water and oil stains from these swatches of lining materials?

—M. Z., Maryland

The problem of removing the oil stain and the water mark from these

swatches of acetate fabric is not a difficult one. But whether or not you wish to do this job yourself or turn it over to a local drycleaner is debatable.

When the fabric stained from oil was soaked in synthetic solvent (perchloroethylene), extracted lightly and dried, the oil was dissolved out. How-

ever, handling of solvents outside a cleaning plant involves some risks—synthetic solvent is rather toxic and should be handled accordingly, and petroleum solvent involves a fire hazard. One of your reputable local cleaners could easily handle this problem for you and at a minimum charge. I doubt that you could set yourself up to do the job at a lower cost.

The same is true of the water-spotted lining. When a water spot contacts this material, it quickly forms a wet ring. This may very well be eliminated by merely feathering out the spot with a steam gun and drying. Or, if necessary, the lining can be wet out completely with water, wiped down with a towel and allowed to hang until dry. Extracting this fabric when wet will cause breaks which could eliminate its use in a garment. However, merely laying it flat and wiping down with a towel should remove the excess water. If extraction is used, it should be very light.

Abrasive Damage

Our customer claims this dress was burned or damaged on the skirt during the drycleaning process. Please give us your opinion.—S. C., Florida

The skirt has been damaged by snagging, tearing or similar abrasive means.

In cases of this kind it is usually impossible to determine exactly how such damage took place. Obviously, there are many ways it could have happened, either while in the hands of the customer or while in the drycleaning plant. Certainly the cleaner takes every precaution against such a possibility and chances of accidental fabric damage are cut to a minimum. But occasionally a garment gets caught under the wheels of a hamper, or a loose latch on the tumbler or washer door can sometimes catch a garment, causing an abrasive damage. By the same token the customer while wearing a dress can rub against a sharp object, quite by accident, which can result in this kind of damage.

It is doubtful if this damage has been caused in the extractor. When a garment gets outside the cylinder during extraction and is damaged, the damage is much more severe than in this instance.

The dress has not been burned as your customer has suggested.

LIKE MAGIC Takes guesswork out of marking! Cuts Costs! saves time, money!

SAV-WAY

— so far ahead of its field ... for large and small plant-operators ... get the story—it's terrific!

The far-advanced method of Marking with Piece Count plus Unit-Control




... New, advanced SAV-WAY Tags are a new page in the industry's low-cost, fool proof, garment and piece marking history ... a new page in the free "Pre Marked" catalog with its countless, proven, applications to your marking system ... All will vastly improve performance and results in every plant dept.



MAIL COUPON TODAY

PRE-MARKED STRIP TAG CO.,
3232 India St., San Diego 12, Calif.

Mail me NEW, FREE Instructions Catalog of pre-printed Marking and Identification Tags including improved SAV-WAY TAGS.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____

STATE _____

No training required, any employee can learn to use Pre-marked Tag in 5 minutes.

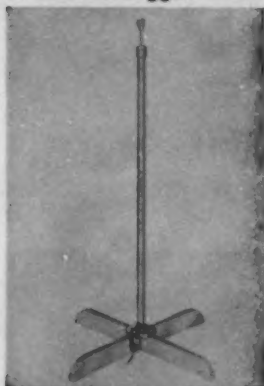
...or ask your jobber

"PRE-MARKED," the Industry's Name for STRIP-TAGS

Continued from page 8

For more information write to Technical Tape Corporation, 240 North Ave., New Rochelle, N. Y.

Floor Model Bagger



Newhouse Specialty Co., Inc., has introduced a de luxe floor-model bagger with foot release. The bagger features an aluminum hanger rod which telescopes into a 1-inch chrome-plate tubular stand. The rod may be pulled up to a height of 69 inches, for adjustment to fit all types of garments from suits to long evening dresses. The bag slips smoothly and safely over the notched chrome knot on top of the hanger rod, it is stated. The rod is released by a light touch of the foot pedal at the base.

E. J. Newhouse, president of Newhouse, states that the new machine speeds up the bagging operation. The bagger comes individually boxed with the base knocked down.

For additional details write to Newhouse Specialty Co., Inc., 3827 San Fernando Rd., Glendale 4, Calif.

Box-Storage Insurance

To aid plants to fulfill the insurance requirements for box-storage programs, the Walter Haertel Company has developed a new series of insurance forms and complete plan for handling box storage.

According to R. L. Lyons,

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention NATIONAL CLEANER & DYER.

vice-president, a special triplicate form provides for individual listing by the customer of all the items in the storage box. This helps to avoid future complaints where an article has been omitted.

In addition, the firm has prepared an approved storage contract receipt with a clause covering box storage. This statement reads, "If the value is not set opposite any article listed herein, the depositor shall be deemed for all purposes to have declared a value of \$100 for said article. A box and its contents shall be considered one article."

For complete details on the box-storage plan and the new insurance forms write to the Walter Haertel Company, 2840 Fourth Ave., S., Minneapolis 8, Minn.

Roomy Dodge Truck



Ample space is provided in the new Dodge Town Wagon for hanging garments full length from racks near the ceiling. The interior height is 53 inches. The truck is also used by many businessmen for taking on camping, hunting or fishing week-ends.

For complete details write to Dodge Division, Chrysler Corp., 7900 Jos. Campeau Ave., Detroit 31, Mich.

New Speed Check Conveyors



Brochures on two new products, Speed-O-Veyor call office conveyor and a laundry belt conveyor, have been issued by The Speed Check Co., Inc. The picture shows the drycleaning conveyor recently installed at Bells Sanitone Cleaners, Gainesville, Ga. This conveyor is also available with four-bin baskets for laundry use, and is built and operated in the same manner.

This Speed-O-Veyor is equipped with an automatic dial (optional) that will bring

Continued on page 57

END LINTING PROBLEMS

WITH *Signal* ANTI-LINT

<p>magic bottle treats 12,800 lbs. of work at less than 1 1/2¢ per 100 lbs.</p>	<p>merely pour into clean jug and fill with water up to gallon mark</p>
<p>pour Anti-Lint ready to use solution into qt. spray container</p>	<p>spray solution on clothes before starting tumbler</p>

Stops Lint and Static. No Brushing or Vacuuming... Gives Garments a better "hand"

FREE SPRAYER WITH EVERY 6 BOTTLE CARTON
WRITE TODAY FOR FREE SAMPLE BOTTLE (30 day supply)

Contact your nearest jobber or write

Signal CHEMICAL MFG. CO., INC.
5020 Richmond Rd. Bedford, Ohio

**DEODORIZED
APCO 125 DOES
A BETTER JOB,
KEEPS CUSTOMERS
HAPPY!**

One user of Deodorized APCO 125 writes: "Tumbling time was reduced one third (saves steam as well as garments); colors are brighter and garments have a soft texture; and we have better satisfied customers because all garments are odorless." Ask your APCO solvent man for details.

**REFINERS
OF STOD-SOL
AND 140-F.**



PRODUCERS • REFINERS

ANDERSON-PRICHARD *Oil Corporation*

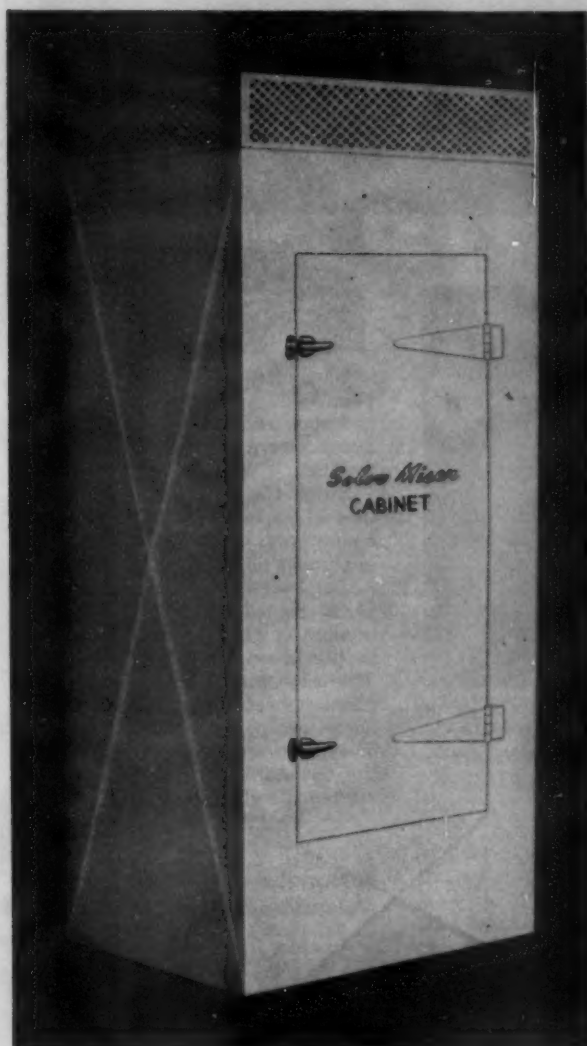
OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

NATIONAL CLEANER & DYER

Jean Smart says:

**"There's 'Plush' in
the lush
Heirloom market"**



Be the first in your town to offer special services for preserving Heirloom or Treasure Chest garments. Customers are willing to pay carriage trade prices for Bridal or Heirloom Services when this work is properly performed.

The new Hoyt Reclaiming and Drying* Cabinet is a necessity for this Quality work. Delicate wedding gowns, evening gowns having sequins or rhinestones, and man-made fur garments all require special treatment and are best cleaned on a "hang-dry" basis — in a Hoyt Reclaimer Cabinet which recovers the last traces of solvent and permits the garments to dry with minimum wrinkling and hand finishing.

*Can be used also as a once-through Drying Cabinet.

Get into this fast-growing and profitable "Treasure Chest" market — there's real money in it for you!



HOYT MANUFACTURING CORPORATION
14 Forge Road • Westport, Mass.

HOYT

AUTOMATIC DRYERS, RECLAIMERS AND CHILLERS

April, 1958

13

BUSINESS BUILDERS

Creating Confidence



Three big words on a sign in Paramount Cleaners' call office in Seattle, Washington, do a big part in building customer confidence. The sign reads,

"WE definitely! ARE Responsible for your buttons, belts and cleanable trimmings."

The sign is displayed in a prominent spot near the call-office counter. Owner Larry A. White and manager Howard Santon, pictured above, make sure the plant lives up to its claims.

Summer Fanfare



"It's an ill wind that blows no good." In the case of Buchheim Cleaners, Albany, New York, a little breeze goes a long way.

Buchheim's is located in an area filled with summer theaters and music festivals. In most cases the weatherman does not pay heed to the theatrical schedules and many a summer night becomes hot and uncomfortable.

So plantowner Gene Teper distrib-

utes cardboard fans to the acting groups. At each performance the fans are passed along to members of the audience. On the back of each fan is a piece of advertising giving the name, address and telephone number of the plant. On the front of the fan is a color shot of cooling Cypress Gardens in Florida.

Mr. Teper has been distributing his "air conditioning units" for the past three years and has created much goodwill between the summer stock outfits and his plant. Then, too, Mr. Teper says that it is surprising how many of his customers inform him that they have received one of his fans at a summer show.

Attention Getters



Window displays have played an important part in the promotional scheme of Ambassador Cleaners in New York City. Located in a busy section of Manhattan and practically buried among a host of other stores, owner Al Herman has gone to window dressing as a means of pointing up his plant site.

Al changes his displays about four times a year or once a season. He formerly worked with a professional decorator, but when costs had risen he decided to dress the windows himself. He purchased a mannequin and other accessories needed to spark up the front of the plant.

One of his displays centered around the dummy in a barrel. Another, with the theme, "Don't throw your money away on poor quality," featured a white ashcan with paper money floating around it.

The latest shows the mannequin

dressed in a formal gown. In front of her is a turntable operated by a small motor. On top of this table are a pair of gloves, two ties and a shirt. The theme of the window is, "Whether a frilly gown or a simple tie, Ambassadorize, send your garments to Ambassador Cleaners."

Tab Sheet Helps Records



Some plantowners serving heavily populated apartment buildings in metropolitan areas find it difficult to keep a record of customers using plant facilities.

Bregy Cleaners, Chicago, Illinois, uses a simple tab index file for each tenant who lives in a cooperative apartment building next to the plant. An alphabetical strip tab was prepared for all tenants by apartment number. It was purchased from a local supply house for approximately \$10. The name strips were cut from cellophane sheets. Approximately 400 names are posted on the visible files. The name and telephone number of the tenant plus frequency of service are typed and recorded each week.

Personalized Monthly Calendars

Arnold's, Inc., a drycleaning firm in Los Angeles, believes that flattering customers pays off in long-lasting goodwill. Toward this end, the firm sends out to each customer a monthly calendar on which the customer's name is individually imprinted. The reverse side of the card lists numbered spaces for daily engagement reminders. When folded, the personalized card fits neatly into a wallet.

Accompanying the monthly calendar mailing is a flyer featuring some particular service for that month.



Pleased customers report that see-through bags look better in a closet, feel better to touch, and don't crackle like paper. Enthusiast George Neumark (above, left) now uses poly-

ethylene garment bags for suits, sweaters, knit dresses, shirts and blankets. Read below why these glamorous new bags are popular with counter girls and routemen, too.

These Bags Cost No More Than Paper

... and plant owner credits 10% sales increase to polyethylene garment bags

By ERIC LEE

A NOVELTY ONLY 2 YEARS AGO, polyethylene garment bags are today big news. In fact, to quote a leading authority in the dry cleaning industry: "Nothing has caught hold like polyethylene since the advent of the charged-system method of dry cleaning some ten years ago!"

Take the case of George Neumark, owner of the Illinois Cleaner plants in St. Charles, Aurora and Elgin:

Brave pioneer — big rewards!

Neumark was the first cleaner in his area to take the plunge. At that time (late 1956) the switch doubled the cost of his package. But he made no increase in his selling price to match it.

During 1957 his combined operation used 600,000 polyethylene bags, and he spent about \$1,000 promoting his new service in newspapers throughout the area.

Did his gamble pay off? Neumark himself puts it this way: "Dry cleaning sales in general have grown about 3% since the war. But in my plants, sales have increased about 10% in the last year alone. Most of the gain, I'd say, was due to the polyethylene bags."

Today, George Neumark finds the price situation with polyethylene bags

much improved. He reports the base purchase prices are about the same as other forms of packaging materials. But because polyethylene bags are so much lighter than paper (about 75% lighter), the shipping costs are far less. So actually it costs him less per bag to use polyethylene.

Lots of other benefits, too.

Girls working behind the counter, as well as routemen, prefer the polyethylene bags. Reason: it's easier to check and make sure that they deliver the right garment to the right customer each time. Storage space is saved, too, for polyethylene bags require less room to hang. In Neumark's stock room, they take 10% less space than storage of paper supplies.

And of course, Neumark's account is just one of many startling success stories reported from across the country by users of polyethylene garment bags.

Special extras from "Poly-Eth."

To give you added benefits in this new device for sales appeal, Spencer Chemical Company has developed two special polyethylene resins: "Poly-Eth" 2476 and 2477. These resins are used by film extruders to make polyethylene film as thin as 0.0005 inch. That's three times thinner than a human hair!

It's extra easy to handle and fill these bags because the film's high density (.925) makes it extra stiff. Also, the surfaces of the film don't stick together.

Spencer Chemical Company will be glad to send you the names of suppliers of garment bags made from "Poly-Eth" 2476 and 2477. Just send the coupon below.

*Spencer Chemical Company manufactures "Poly-Eth" Polyethylene, from which polyethylene garment bags are made. "Poly-Eth" is a registered trademark of Spencer Chemical Company.

FACTS FREE

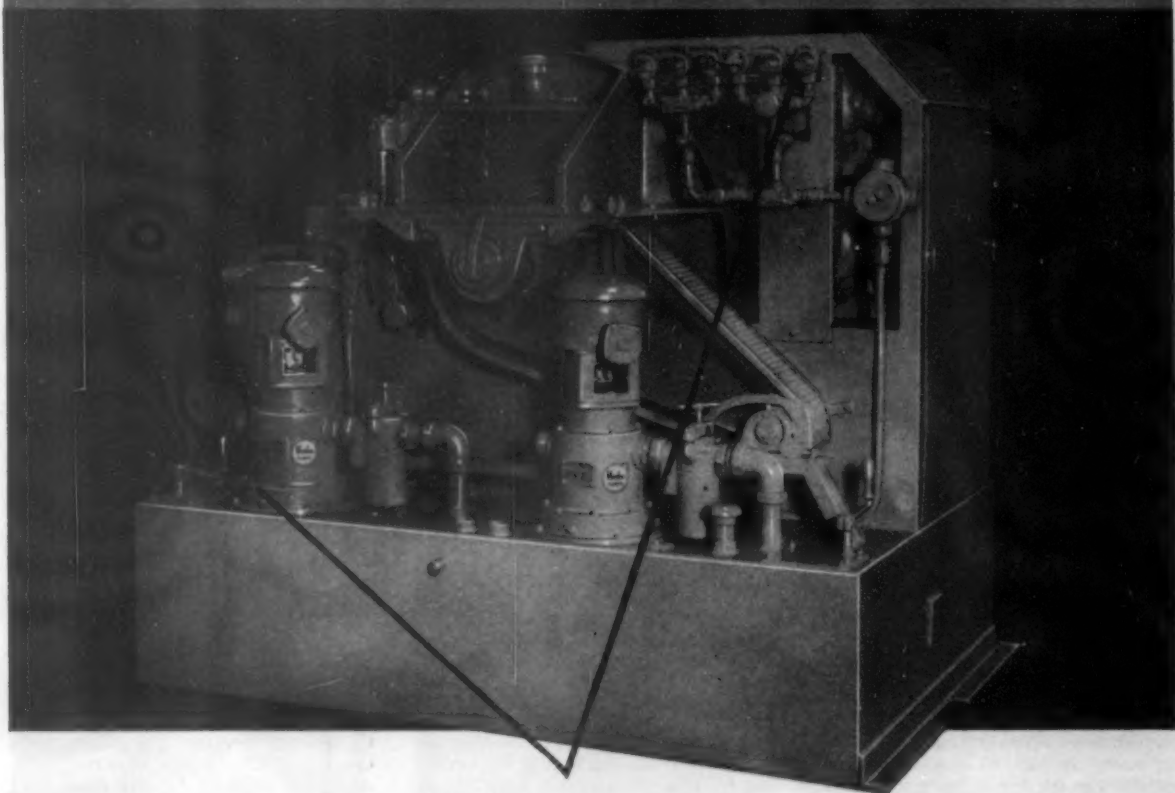
For the names of suppliers of garment bags made from "Poly-Eth" 2476 and 2477, fill in this coupon. We'll also send you the free Spencer booklet, "58 Home Uses for Free Polyethylene." Mail to: Spencer Chemical Company, Dwight Bldg., Kansas City 5, Mo.

Your Name.....

Address.....

City.....State.....

S-M-O-O-T-H UNINTERRUPTED OPERATION
MEANS **MORE PROFIT DOLLARS!**



**That's why MARLOW PUMPS are standard
with Washex Machinery Corporation**

Remarkably compact, highly efficient and easy-operating, the Washex P-45 package unit is design-engineered as a profit producer for its users. Marlow pumps are used on both the petroleum and SYNTOMAT synthetic solvent models.

The quiet, efficient, dependable performance of Marlow pumps play an important part in the operational success story of these fully automatic package units. Two space-saving vertical self-priming pumps provide continuous high solvent flow from base tanks to filter to machine. In fact

Marlows are used on all larger Washex machines as well.

Marlow pumps help make good drycleaning equipment *better!* They're specially engineered for the job. A patented, mechanical seal eliminates shaft leakage. There's no solvent loss — floors stay dry and clean. And Marlows handle petroleum or synthetic

solvents with equal ease.

Fewer shut-downs, less maintenance, space-saving design, sturdy construction, quiet operation—are just a few of the many Marlow advantages.

For complete information on these long-lasting pumps, see your Marlow dealer or write for Bulletin DC-04 today.



**DIVISION OF
BELL & GOSSETT CO.**

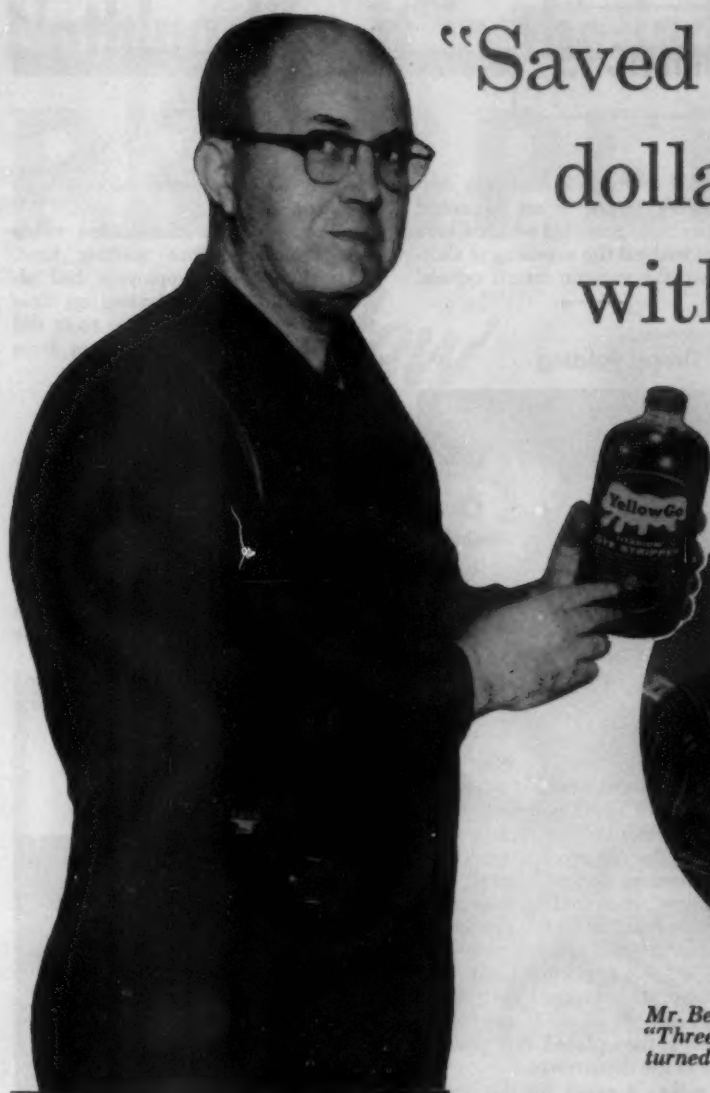
Midland Park, New Jersey

Longview, Texas • Morton Grove, Illinois

7-377

"Saved hundreds of dollars in claims with YellowGo[®]"

says **Leslie S. Besst**
Besst Drycleaners,
Newcomerstown, Ohio



Mr. Besst holds jacket that had been badly dye-stained. "Three gallons of water and a dribble of YellowGo turned it snow white in just a few minutes," he says.

NEW!
FREE!



"Spot and Stain Removal Handi-File"

For your copy write today, stating whether you operate laundry or drycleaning plant, or both.

"Claims for color run damage are things of the past," says Leslie Besst, a long-time user of Wilson stain removers. "YellowGo has eliminated them completely. A quick dip in the 'black magic' YellowGo solution is all it takes to remove a color that has bled or printed off."

"YellowGo has helped me out of many a jam," Mr. Besst adds, "and saved us hundreds of dollars. What's more, it has kept customers happy too. YellowGo is in a class by itself."

It's just good sense to follow Mr. Besst's advice—keep a bottle of YellowGo on hand and stay a step ahead of trouble. Why not order YellowGo today from your jobber.

A. L. WILSON CHEMICAL CO., Kearny, N. J.

"Stain Removers are our only business"

GADGETS and GIMMICKS

Lift Bar Totes Garments



Garments are lifted to the second-floor storage vault at Dupont Laundry and Cleaners in Washington, D. C., by this horizontal lift bar. Plant-designed, the bar is guided by tracks at each end.

Plant manager John K. Witherspoon explains that a conventional elevator would have cost 20 percent more and the law would have required it to be fully enclosed. The lift bar takes up no room on the ground floor; in fact, it sits across an aisle at slickrail height without impeding traffic.

The shroud on the hanger shown above is used to protect garments from coming into possible contact with chain in the tracks.

Vacuum Downtime Eliminated



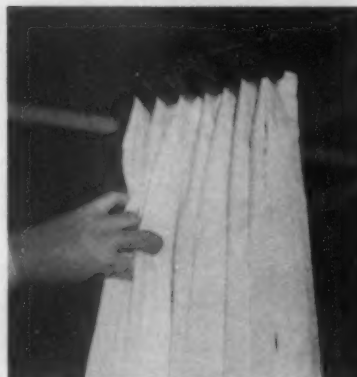
By fitting an additional receiver to the vacuum unit in place of the legs which usually support the tank itself, Dupont Laundry and Cleaners in Washington, D. C., greatly improved its vacuum return system.

Chief plant engineer Forrest Abbott found the regular tank was too small to handle all the condensate collected during operating hours. Formerly, under normal circumstances, all the presses in the drycleaning department had to be shut down for at least 10 minutes so the system could be drained. If the procedure was overlooked, the unit would fill up and kick back the condensate to the presses.

The added tank now takes care of the drycleaning section for the entire

day. And if drainage is necessary during working hours, a set of cutoff valves has been provided which allows drainage without the necessity of shutting down the vacuum return system.

Easier Drape Folding



Many plantowners with a minimum amount of floor space will find an application for this helpful idea in their own plant. The device has been successfully used at Bregy Cleaners, Chicago, Illinois, when folding drapes.

Large bulldog clamps—purchased for approximately 8 cents apiece—are inserted at the top of each pleat. One drape requires approximately 8 to 10 clamps. The clamps are slipped on a rod which is then placed over parallel slickrails in the department.

This makes it easier for the operator in a small plant to reach up, fold each pleat and inspect the drape before placing it over the hanger for delivery.

Extra Production Time

A warning whistle saves about 10 minutes a day of production from each employee at the Whittier Laundry and Cleaners of Portland, Oregon.

After superintendent Emile Crumley found that employees had an old habit of getting ready for the quitting whistle about seven or eight minutes early each day, he decided to remedy the situation.

Mr. Crumley hit on the idea of giving the employees notice of the approaching quitting time by sounding two toots on the whistle. This he does now at two minutes to the hour before both lunchtime and quitting time.

He has had wonderful success with the idea.

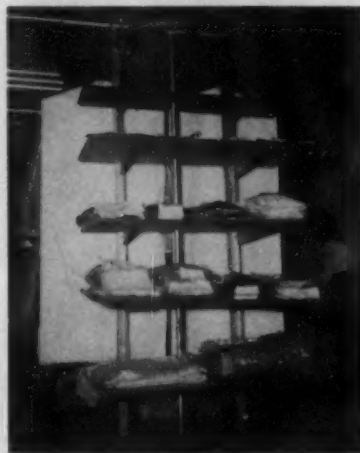
The whistle is also tooted twice two minutes before starting time, even though the employees had always been at their stations on time to start work. But the two toots did succeed in keeping employees from anticipating the quitting whistle.

Handy Item

A New Mexico plant saves the small cellulose-tape dispensers that come with each roll. The dispensers are then used to hold small rolls of black plastic electrician's tape. It eliminates the problem of finding the end of the roll of tape and also makes it a simple matter to cut a square edge.

These dispensers can also be used to hold the small rolls of masking tape.

Dual-Purpose Shelves



Storage space in the call office for sweaters, blankets, gloves and knit dresses was a problem until a five-tier shelf was constructed at Bregy Cleaners, Chicago, Illinois. The area at the end of the storage rack for hanging garments was wasted space until the plantowner built the shelf.

Adjustable supports measuring 5½ feet were attached to two wooden columns. Five shelves were constructed of plywood. Each shelf measures 22 by 36 inches. The shelves can be raised or lowered as needed by moving the metal brackets to the desired height.

Nothing like it in the industry!

PROSPERITY®

All New
55 lb.
DRY CLEANING UNIT



"THE CAPACITY
EVERYONE
WANTS"
as shown by a
recent national
survey.

Ideal for Drive-Ins, Shopping Centers, Hotels, Institutions, Production Plants!

- Faster production (220 lbs/per hour) in less floor space
- Exclusive built-in FORMATROL® CYCLE TIMER
- Pneumatic tube door seal . . . inflates when switch is turned "On" . . . locks door until switch is "Off"
- 80% extraction in 3 minutes
- Exclusive fog lubricator pressure —sprays oil on bearings . . . automatically stops machine if oil pressure is low
- 44" diameter open-pocket reversing washer
- Exclusive built-in solvent flow meter for more accurate indication
- Fully automatic operation
- One or two bath . . . still-rinse or filter-rinse optional
- VARI-LEVEL solvent control in wheel . . . high for fragiles . . . low for rainwear
- Short-reach, end-door loading and unloading . . . no stooping
- Exclusive Nylon plate filter and sub-filter . . . most economical combination ever developed

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The **PROSPERITY**® *Company*

DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPLE CITIES

Here's new hustle for your door-to-door deliveries...

NEW CHEVROLET *Step-Vans*



Model 3445 Step-Van with 8-foot body.

Here are cost-conscious forward control trucks equipped with handsome, spacious walk-in bodies—Chevrolet's new Step-Vans! You'll find them full of work-easing features, to take on the toughest jobs.

To take the delays out of door-to-door deliveries, Chevrolet brings you the versatile Step-Vans—with a choice of three big spanking-new walk-in bodies 8, 10 and 12 feet long. Insulated weather-tight cargo space goes up to nearly 400 cubic feet. Yet sturdy all-steel welded and bolted body construction remains lightweight . . . economical to own and operate.

Get the whole story of these bright new Step-Vans at your Chevrolet dealer's soon. He'll be glad to fill you in on the money-saving facts! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Ready to put more GO into busy stop-and-go schedules!

Wide-angle visibility of wrap-around windshield makes delivery driving safer, more convenient.

Sliding side doors retract easily into pockets in van body.

Double rear doors include full-width type* for maximum access.

Double-walled construction provides insulated 24-gauge steel panels as lining over entire interior of the body.

Plus These Standout Features as Standard!

Solid step-type rear bumper . . . Corrugated 18-gauge steel load floor . . . Practical shelf-shaped rear wheelhousings . . . Protective rub rails.

*Extra-cost option

CHEVROLET TASK • FORCE TRUCKS





Make ONE-STOP SERVICE

PAY OFF **BIG** FOR YOU

... with the

PROSPERITY[®] PLAN

for On-Premise Shirt Finishing!

No-one likes to stop one place to leave shirts for laundering, another to leave clothes for dry cleaning ... and make two stops all over again to pick them up when ready.

Dry cleaners all over the country have proved that when they use the Prosperity Plan for On-Premise Shirt Finishing — tailored to their individual needs — they not only get more shirt business than they did by "farming" it out: they increase their dry cleaning business by as much as 40%!

The reason is plain: Give your customers what they want ... and they'll put you on the gravy train! What they want is the speed and convenience of One-Stop Service ... emergency service, too, when they need it ... the kind of service you just can't give them by sending their shirts out.

Establish shirt service on your premises ... promote it ... and then watch your dry cleaning business grow!

Everything is on your side: You're solidly in business already. If you're not already offering farm-out shirt service, you can't help but pick up scads of One-Stop customers. And even if you are, you make more profit per shirt bundle by doing them yourself ... as well as picking up plenty of new customers by promoting fast, emergency, One-Stop drycleaning and shirt service!

Let's talk it over ... real soon. Write, wire or phone us today.

The PROSPERITY[®]
AUTOMATIC PRECISION PRODUCTION TOOLS FOR LAUNDRIES,
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS
Company

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EDITORIALS

The Devil You Say

At the recent Little National convention in Omaha, registrants were treated to an inspirational talk by Art Briesse, "America's Knight of Satire."

He stressed the importance of cooperation among drycleaners, the need for active participation in association work. To prove his point he told the story of the drycleaner whose car skidded off the road, killing him.

Since his life was less than exemplary he was greeted in Hades by the devil, who took him on a tour of the place. They entered a room in which a crowd of drycleaners were seated at a banquet table that sagged under the weight of delicious food.

In spite of the abundance, every man there was starving. Their cheeks were hollow, their ribs protruded. The newcomer noticed that each man's arms had long forks attached. These extended to their shoulders and were strapped on, forming effective splints. It was impossible to bend their arms to get the food to their mouth.

In the next room to which they passed, another banquet was under way. In this roomful of drycleaners, however, the men were plump, far from starved. This despite the fact that they, too, had the long forks strapped to their arms.

They had overcome their handicap by dipping their forks into the sumptuous spread, then each feeding the man next to him. Because of this cooperation, all were doing well.

Our newcomer dashed back to the other room and told one of those unfortunates how things were going in the next room and suggested he do the same thing. "Me help that man next to me? I'd rather starve!" he rejoined.

If you are a "loner" in this industry, or if you belong to an association but don't contribute your efforts to its advancement, take heed. Cooperative effort always pays off. You get out of life just what you put into it.

Health note to cleaners: You and your families should take advantage of the Salk vaccine, if you haven't already done so. Now is the time for vaccinations for best protection before polio again strikes this summer.

The vaccine strikingly reduced paralytic polio among those who received it in 1957. It will protect many more thousands, if it is used widely and in time. To make a real dent in polio, vaccinations must be stepped up immediately.

Medical authorities agree that the disease can be practically wiped out, as was diphtheria, once a dread killer.

If you have passed up the vaccination program, consult with your family doctor at once.

Starchroom Laundry Journal has just launched a \$10,000 contest for plantowners. If you do laundry or shirts check that magazine for details. You may have a winning entry, in either sales or production achievement.

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COMPLETELY NEW!
TOTALLY DIFFERENT!

NEVER BEFORE
ANYTHING LIKE IT!



GARMENT
CUSHNTOP BUK-COVER
BUK-PAD

GIVES BUTTONS AND SEAMS A PLACE TO GO

FINISHES UNDER SIDE WITH NO SHINE ... NO MOIRE NO GLAZED SEAMS

NEVER LOSES ITS RESILIENCY
NEVER LOSES ITS SHAPE

ALWAYS F-L-E-X-I-B-L-E
SURFACE CONFORMS TO PRESSING CONDITIONS

NEW SHOCK ABSORBING HEAT RESISTANT PADDING
NEVER SHIFTS - NEVER LUMPS

PATENTED

CUSHNTOP BUK-PAD & BUK COVER
SETS TO FIT ALL "UTILITY" PRESSES

MODEL 18-20 Mushroom or "Togger" ... \$ 9.95
MODEL 38-41-42-43 Utilities ... \$18.95
MODEL 43 Legger and 47 Utility ... \$24.95
MODEL 48 Legger and 52 Utility ... \$29.95
Special sizes made to order

SPEEDS PRESSING
BOTH BUK-STEAM AND VACUUM ARE FASTER, BETTER

ORDER NOW!
This PERFECT PAIR
Makes FINISHING
TWICE AS GOOD
AS EVER BEFORE

faster ... easier ...
at less cost

Fabric-Safe
DOUBLEPLATE

FASTEST WRINKLE-REMOVAL
AND SHARPEST CREASING ...
proper temperature and moisture
... for easiest shaping and
setting of every lay!

NO "HOT" AND "COLD" AREAS ...
uniform heat and moisture
conditions every fiber of every
fabric equally ... none too
dry or too wet!

TRUE-TEXTURE FINISHING
"Cat-Tongue" surface lasts as long
as the plate itself ... lifts fibers
... keeps nap lively and natural!

SAFETY FOR ALL FABRICS
Temperature cool enough to
prevent damage to heat-
sensitive synthetics ... hot
enough to avoid waterpotting!

PATENTED AND
PATENTS PENDING

**ENDS
STEAM
MARKS**

**STOPS
MOIRE**

**CUTS
SHINE**

BUILT-IN CONDITIONER
AND DIFFUSER
FOR STEAM

TEXTURED SURFACE KEEPS
FABRICS LIVELY
NEW-LOOKING

You get

**10% MORE
PRODUCTION**

from every operator

Inner plate blocks
lots from head ...
spreads the steam
evenly and safely

Outer plate's sur-
face is textured to
prevent any wavy
marks or streaking

Inner plate lowers
heat to stop glaze;
outer plate breaks
up light reflection

Fabric-Safe SIZES TO FIT
ALL MAKES AND MODELS OF "UTILITY" PRESSES

Utility sizes, 36" to 40", including Hoffman CO-5 Pattern 61, Price \$29.95
Mushroom sizes, including Hoffman W-1, Pattern 1000, Prosperity 210 \$21.95
Large sizes (over 45") and Leggers \$38.95

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MFRS. EVANSTON, ILLINOIS, U.S.A.



YOUR JOBBER-SALESMAN CAN
CUT YOUR OPERATING COSTS WITH
BISHOP LABOR SAVERS!

Eaton's ALL-STAR TEAM

Dry Cleaning Soaps

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KONTROL
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AGX
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SOLBUMEN
SPOTTING PENCILS
SPRAY SPOTTER
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—dry side)
DUXCOTE
(water repellent—wet side)
ECCODUX
(water repellent—dry side)
ECCOSIZE
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1490 FRANKLIN ST., DETROIT 7, MICHIGAN
Canadian Plants: Toronto and Windsor

Established
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SIGNS of the TIMES

Drapery Information: "Invisible Enemies of Your Drapes," a new leaflet prepared by the Better Business Bureau of Milwaukee, offers consumer information on the main causes of drapery and curtain failure. The purpose of the leaflet is to lift the burden of responsibility from the drycleaner and show the housewife how the effect of sunlight on certain dyes, oxidation, humidity, yarn slippage, fume fading and the cleaning of pigment prints can adversely affect the fabric.

The Bureau also outlines some suggestions for drapery buying. The leaflet advises the consumer to warn the drycleaner when the fabric contains glass yarn or synthetic fibers. Finally, the housewife is urged to have her draperies cleaned often at reliable drycleaners.

#

Public Service: Reappointment of Irving Kleinfeld, Marvel Cleaners, as chairman of the Cleaners Division of the New York City Cancer Committee's 1958 April Cancer Crusade has been announced.

Philip H. Band has been named chairman of the Cleaners and Dyers Division and the Laundry and Linen Supplies Division of the New York chapter of the 1958 Red Cross Campaign. Mr. Band is president of Elite Laundry, Inc.

For the twentieth consecutive year, Julius L. Kuffler, I. Wohl, Inc., New York, will serve as chairman of the cleaners, dyers and allied trades division of the 1958 United Jewish Appeal fund drive.

Stealing a march on the usual Flag Day promotion of June 14, New Method Cleaners and Reliable Cleaners, Klamath Falls, Ore., offered to clean flags without charge for Lincoln's Birthday, Oregon's admission day and Washington's Birthday during the month of February. Bob and Mickey Henry are the operators.

In Faith, N. C., Bryce E. Ludwig, manager and co-owner of a drycleaning plant, was recently chosen most outstanding young man of 1957.

Newly elected president of the Detroit-Sloan Businessmen's Association in Lakewood, Ohio, is Carl A. Kergaard, owner of Kergaard Cleaners.

To provide used clothing for needy families, the Cleaners Guild of Columbus, Ohio, cooperated with a char-

itable group by cleaning clothing contributed to the drive without charge. Don Callander is president of the Cleaners Guild.

Citizens of Chardon, Ohio, recently reelected drycleaner Wain Parsons as mayor. Mr. Parsons is president of Finch Cleaners and Dyers, Inc.

#

Reimbursed Expenses: The recent announcement by the Internal Revenue Service that employees may be required to report expense-account money is not authorized under the Federal tax law, according to the American Institute of Certified Public Accountants.

Testifying before the House Ways and Means Committee, Wallace M. Jensen, chairman of the 50-member committee of the CPAs, maintained that the Revenue Code as it now stands does not admit the inclusion of reimbursed expenses as gross income, except where they represent indirect compensation. He urged Congress to amend the statute to make this clear.

The Internal Revenue Service has indicated that taxpayers will be required to include all reimbursements as gross income.

"It seems clear that such reimbursements are at most loan transactions between the employer and the employee," Mr. Jensen said. "As such, they do not have any of the economic characteristics of income." He warned that much litigation would result unless Congress amends the law.

#

Closing Times—North and East: An agreement to extend the closing hour of drycleaning establishments from 6:00 to 7:00 p.m. has been announced by the Toronto (Ontario, Canada) City Council.

In Passaic, N. J., the board of commissioners voted unanimously in favor of a decision to close drycleaning stores at 6:00 p.m. Under the terms of this ordinance solicitors for drycleaning establishments must also obtain permits from police headquarters and cannot solicit homes after 6:00 p.m., and all drycleaning plants must be covered by \$10,000 minimum liability insurance.

NATIONAL CLEANER & DYER

TEAMWORK WINS GAMES!



Dry cleaning calls for teamwork, too . . . the combination of good "players" and proper "coaching."

Eaton adds both of these important factors to your dry cleaning lineup: Seasoned, proven products PLUS the Eaton Stories, which give you fundamentally accurate directions to meet the problems you encounter daily in your plant.

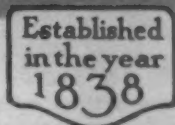
Here's how you can get that "winning punch" you've been looking for: Order the Eaton Products you need from your Eaton jobber. Be sure you have your copies of Eaton's Dry Cleaning, Spotting, Bleaching, Sizing, and Leather Finishing Stories. Then use the products and FOLLOW THE DIRECTIONS IN THE STORIES. You'll see the difference.

You'll find Eaton's All-Star Team of "winners" listed on the opposite page.

Eaton Products sold in Canada are made in Canada

***Eaton* CHEMICAL AND DYESTUFF COMPANY**

1490 Franklin St., Detroit 7, Michigan



Canadian Plants: Toronto and Windsor



Dr. Dorothy Lyle presents the first copy of her new book *Focus on Fabrics* at a press luncheon

Motivation Highlights NID Convention

Know the mind of your customer, top speakers urge

A STAR-STUDED PANEL of speakers and entertainers more than repaid the 981 progressive cleaners and allied tradesmen who attended the forty-ninth annual convention of the National Institute of Drycleaning. Sessions were held in Miami, Florida, January 15-18.

Practically every speaker touched upon some aspect of motivation research and its application to drycleaning. Other talks were devoted wholly to this vital subject and the findings of the Dichter report given at the last convention.

For example, the editors of the drycleaning business papers gave case histories of plants who have applied the motivation techniques to their business and the benefits which resulted.

Even the opening speaker, who was forecasting business trends generally for 1958, made mention of motivation. Warren D. Mullin, senior associate editor of the Kiplinger Washington Agency, told the audience they could best combat wash-and-wear by displaying window streamers saying that

"wash-and-wear looks better when drycleaned."

Mr. Mullin decried the forecasters of doom and said that we should talk about 64 or 65 million *employed* in the country, rather than the temporary rise in unemployment. He predicted that the national production index would not be off more than 3 percent. If 1958 is a year of recession it will probably be the most prosperous recession this country has ever been through, according to Mr. Mullin.

Dr. Kenneth McFarland, educational consultant of the General Motors Corporation, gave his second inspirational address to a national convention by popular demand. He said the past few years have brought forth a flood of books on "sales personality," "leadership personality" and "business personality." Actually, the key ingredient to leadership and success is *confidence*, according to Dr. McFarland.

We are all self-made men, he said, successful or otherwise. We all have the same general equipment but the successful ones become that way by

using more of what they have. While we all talk about getting ahead and going places, we need a vehicle in which to go. That is our job or business, and the best way to use this vehicle is to be interested in it—to know more about it.

The third way to gain confidence and "personality," according to Dr. McFarland, is to profit by the experiences of others. We should leave the trial-and-error method to the lower animals. We alone have the power of reasoning and the ability to cash in on the mistakes of others.

The morning session of the second day was loaded with top speakers from the NID and representative plantowners. From the former were Dr. Dorothy Lyle, William B. White and Charles Riggott. Dr. Lyle talked about the newest fabrics. (Her new book, "Focus on Fabrics," has just been released.) Messrs. White and Riggott discussed quality yardsticks. Their talks will be reprinted in a later issue.

Speeches by plantowners were given by W. P. Hamlin, Utopia Clean-

ers in Birmingham, Alabama, and Richard K. Fox of Fox Cleaners, Dayton, Ohio. Mr. Hamlin pointed out that there is profit to be obtained from do-overs. That is, accurate records on this will reveal areas of quality control that need attention and correction for the continuing success of a dry-cleaning business.

In Mr. Hamlin's own plant these records are studied every week and compared with previous weeks' performances. The records reveal that the do-overs will range from a low of 7.4 items per 1,000 in early January to a high of 9.9 per 1,000 in the summer months.

Mr. Fox discoursed on "Planned Prestige That Pays." In effect he recommended some of Dr. Dichter's findings in that he found prestige-type ads paid off well. He also advocated a de luxe service to build up the prestige of a plant, as he has done so successfully. His plant also uses television and packaging to add to the prestige of its operation.

Customer relations

The final speaker of the morning was Dr. Royal C. Garff, professor of marketing at Utah University. A top lecturer, he offered some concrete suggestions toward better human and customer relations. On the matter of employees, he said we should teach our employees not to make an issue out of problems that arise, and keep them in the "mutual problem" stage.

Don't antagonize the customers, said Dr. Garff. Try the "Yes, but . . ."



Joan Osborne, winner of prize Edsel, and her employer, Arthur Smock

SILK FINISHER WINS EDESEL

Joan Osborne, a pretty 22-year-old girl who heads the silk finishing department of Smock Cleaners, Sharon, Pennsylvania, was the lucky winner of the 1958 Edsel "Ranger" two-door hardtop sedan which was the grand prize at NID's convention. Her name was drawn from a barrel of nearly

1,000 tickets by TV comedian Herb Shriner. An employee of Smock Cleaners for the past five years, Joan came to the convention as a guest with her employer, Arthur Smock, and Mrs. Smock. She was graduated from NID's Wool Finishing Course in December of 1956.

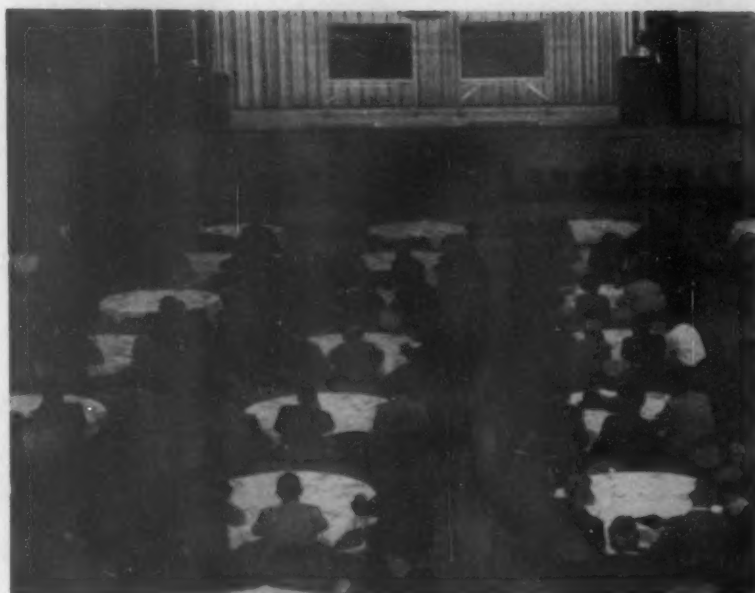
technique whereby you agree with what the complainant is saying but point out another view he might wish to consider. He suggested that we train counter girls to thank customers

who complain since this can actually build business. But it must be done in a manner that will not embarrass any potential customer.

This speaker's last word of advice



New president congratulates vice-president and three of four new directors, Frederick E. Bowers (right) shakes hands with vice-president Ray L. Vermeers, Spokane, Wash. Looking on are the new directors, left to right, Richard I. Lyles, Pueblo, Colo.; Joe May, Atlanta, Ga., and Steve D. Carroll, Long Beach, Calif. Missing is Andrew Talone, Ardmore, Pa.



Brainstorming session was conducted by Dr. Bernard B. Goldner of LaSalle College, Philadelphia, Pa. Audience participated in working out various industry problems

NEW NID OFFICERS AND DIRECTORS

In an election held at noon, Saturday, January 18, Frederick E. "Ted" Bowers of Parisian Cleaners, Lynn, Massachusetts, was named to serve a one-year term as president of NID. Mr. Bowers has served as vice-president since 1956 and as an NID director for the New England states from 1953-1956.

Elected as vice-president is Ray L. Vermeers, Paris Cleaners, Spokane, Washington, director for NID's District 12 from 1949-1952.

Frank Prather, Prather's Drycleaning Company, Fort Myers, Florida, NID president since 1956, will serve on the executive committee as past president.

Four men were elected to the 12-month NID board of directors to serve a 3-year term. They are:

Andrew Talone of A. Talone, Ardmore, Pennsylvania, director of District 2 (New Jersey and Pennsylvania). He succeeds William B. Austin of Morristown, New Jersey.

Richard I. Lyles of Red Coat Cleaners and Dyers, Pueblo, Colorado, director of District 11 (Montana, Idaho, Wyoming, Nevada, Colorado and Utah). He succeeds Ray Showell of Salt Lake City, Utah.

Joe R. May of Joe May Cleaners and Laundry, Atlanta, Georgia, director of District 8 (North Carolina,

South Carolina, Georgia and Florida). He succeeds Robert E. Kizer, Ashboro, North Carolina.

Steve D. Carroll, Orchid Cleaners and Dyers, Long Beach, California, director of District 12 (Washington, Oregon and California). He succeeds Jack Stacey, Portland, Oregon.

Chairman of the three-man nominating committee was Willard Cannan, Toledo, Ohio, a former NID president. Serving with him were two former directors: George DuNah of Pasadena, California, and George Rider of Burlington, Wisconsin.

In a statement read before those attending the business meeting, Mr. Cannan said:

"We are fully aware of the responsibility attached to the selection of candidates for officers and board members of NID. Our one purpose was to select candidates who, we believed, would uphold the high ideals of this Institute, who would be loyal to the interests of the members in their respective districts, but with greater loyalty to the overall membership of NID, and who would perform their duties in a responsible and unselfish manner. We realize there are many members who could meet these qualifications, and we are grateful to their sponsors for their assistance."

was to train employees to give customers a "mental handshake." Hire only people who like their work and enjoy meeting other people. It is his contention that "our emotions are determined by our actions and that counter girls and route salesmen should remember the pleasant upward inflection in one's voice can bring in as much business as good drycleaning."

The afternoon session was devoted completely to a brainstorming meeting, conducted by Dr. Bernard B. Goldner of LaSalle College, Philadelphia. The entire audience participated in offering answers to many industry problems. The same program was held the following afternoon, and included such questions as "What can the local drycleaner do to take advantage of the trend to wash-and-wear?"

Many practical, as well as impractical answers came up and were reported to the convention registrants in a special report by the staff of the NID.

Editors discuss motivation

The third day started with a panel of business paper editors reporting on results experienced by plants that have employed the ideas suggested in the Dichter report. Several editors held on-stage interviews with plant representatives. Among this group were Mrs. Betty Cardwell of Blue Bell Laundry & Cleaners at Union City, Tennessee, Robert Robertson from Pilgrim Laundry & Cleaners in Atlanta, Georgia, and C. B. Randall, representing Prather's Cleaners and Laundry in Fort Myers, Florida. Comments from this session will be printed in an early issue.

Following this, combined reports were offered by others on the NID staff. Their subject was "NID's New Aids to Customer Relations." Participating were William L. Browne, John J. Daly and Thomas J. Donohue. Mr. Browne told of a new exhibit booth that was being offered to members for use at county fairs and other shows to help tell the story of drycleaning that Dr. Dichter says we must get across to the customer.

John Daly covered another Dichter point with slides illustrating the latest designs in store fronts and drive-in plants. Tom Donohue took up salient points in route training for more effective selling. He stressed the importance of selling tools, such as the new comic-book type of sales aid just produced by the NID. He also mentioned the series of sales training bulletins published by the NID for its members.

Bea Johnson, director of women's activities for television station KMBC-TV in Kansas City, told the audience



SANITONE *Style-Set*[®] FINISH...

Best for Her Summer Dresses
...best for your
SUMMER SALES

The entire cleaning industry now recognizes the success enjoyed by Sanitone licensees everywhere in promoting the cleaning of summer cottons. The success of this "Cotton Clinic" idea developed because of effectiveness of Sanitone procedures including Sanitone Style Set[®] which offers these three business building advantages.

- 1 Nearest to original mill finish of any similar product now on the market. That means greater customer satisfaction...a powerful aid in getting new business.
- 2 Easiest to use...merely add measured quantity at proper point in rinse cycle and forget it.
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Join the growing family of Sanitone licensees and enjoy the benefits of better Sanitone cleaning plus Style-Set[®], the Cotton Clinic Promotion, Disney Costume Bags...plus a dynamic program of advertising and promotion. But get the whole story ...Write TODAY.



SANITONE DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower, Cincinnati, Ohio

various ways in which they could boost their business. She said cleaners should emphasize that they are really *fine* cleaners. Those who have shirt operations should put on the shirt bands a slogan such as "We saved your wife 20 minutes today."

Instead of using Christmas cards which are lost in the shuffle, send a New Year's greeting saying that shirt service saves the wife 6,000 minutes a year. She also suggested that when returning garments drycleaners send along a recipe for a delicious pie and emphasize that the customer's wife would have time to bake such pies if she sent all her cleaning work to the professional drycleaner.

Miss Johnson further recommended that plantowners give recognition to women by letting them use the store windows to publicize pet charities and functions. She advocated the formation of an advisory board of leading women in each cleaner's town to offer suggestions on how to treat customers.

Closing sessions

The final day's talks opened with a presentation by Ray and Edith Vermeers of Paris Cleaners, Spokane, Washington. They gave a case history of how they built volume by inducing the housewife to send the garments normally buried in the closets at home.

Then Gerald L. Scott of the Midwest Research Institute, Kansas City, Missouri, offered some suggestions for automation in drycleaning. These comprised the results of a special study commissioned by the NID for its members.

Next Charles W. Dorn, textile consultant and a member of the textile

advisory committee of the NID, gave a progress report on trade relations between the drycleaning and textile industries. He spoke highly of the close liaison that now exists.

Two more NID members then took over. Dr. Joseph Wiebush and Robert T. Graham reported on research developments of the Institute in 1957.

Most of the talks mentioned will appear more completely in later issues of NATIONAL CLEANER & DYER.

The business sessions of the convention were closed with a talk by Walter R. Duncan, president of Bortnot, Inc., of Philadelphia. He told of the new challenges confronting our industry and how to cope with them.

In spite of the jam-packed meetings, entertainment was not overlooked by the program committee. The first night a get-together party was held at the Roney Plaza Hotel, during which the guests were treated to a water ballet. The following night members attended the dog races, thanks to free passes.

Then there were afternoon boat tours of the Miami area, all included in the cost of registration. The third night an elaborate style show was presented, with commentary by Betty Sherwin, Fashion Director of Burdine's, Miami. The guiding hand behind this excellent presentation was Dr. Dorothy Lyle of the NID.

The convention ended with the annual banquet, floor show and dancing. Heading the entertainment were television stars Herb Shriner and Marion Marlowe, plus other acts. In other words, the program offered something for everybody. Those who came could not help but be richer and wiser for the experience.—Art Schuelke

CONTEST WINNERS

At the opening session, President Frank Prather announced the winner of the second annual "Spirit of Service" contest. This program is designed to give recognition to groups of drycleaners who work together in community service.

Mr. Prather announced that the Milwaukee (Wisconsin) Drycleaning Committee won this year's contest. This, for "developing a highly satisfactory system to handle customer complaints equitably and achieve customer satisfaction with clothing and textile performance."

The winners were awarded a beautiful 21-inch-high trophy, plus a \$300 check to their favorite charity, the Milwaukee Community Chest. The award was accepted by Laurence Adelman, committee chairman, on behalf of the group.

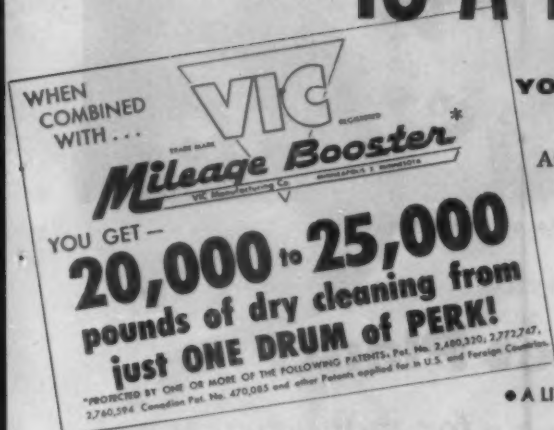
Runner-up in the program was the Greater Akron Dry Cleaners Institute whose 34 members donated over \$1,200 to the building fund of their local county's council for retarded children. They received a handsome plaque, plus a \$200 donation for the United Foundation, their favorite charity.

Three other groups received honorable mention for their efforts. These were the Dry Cleaners Guild of Columbus (Ohio), the members of the St. Louis Dry Cleaners Exchange and the Utah State Cleaners Association.



Spirit of Service winners display their awards. Reading right to left are Frank L. Prather, president of NID, who made the presentations; L. Adelman, who accepted first prize on behalf of Milwaukee Drycleaners and Laundry Arbitration Committee; Frank Bachman, holding runner-up award to Greater Akron Cleaners Institute. The others whose groups received honorable mention are Don Frye, Columbus Drycleaners Guild; Russell Harstick, St. Louis Drycleaners Exchange, and Ray Showell, Utah State Cleaners Association

VIC NEVER OVER-RATES! VIC ECONO IS A TRUE 40 POUNDER



YOUR KEY TO BETTER CLEANING —is dependable rating!

Before you buy equipment you are entitled to an *honest rating*—
After you own the equipment you are entitled to *honest performance*—

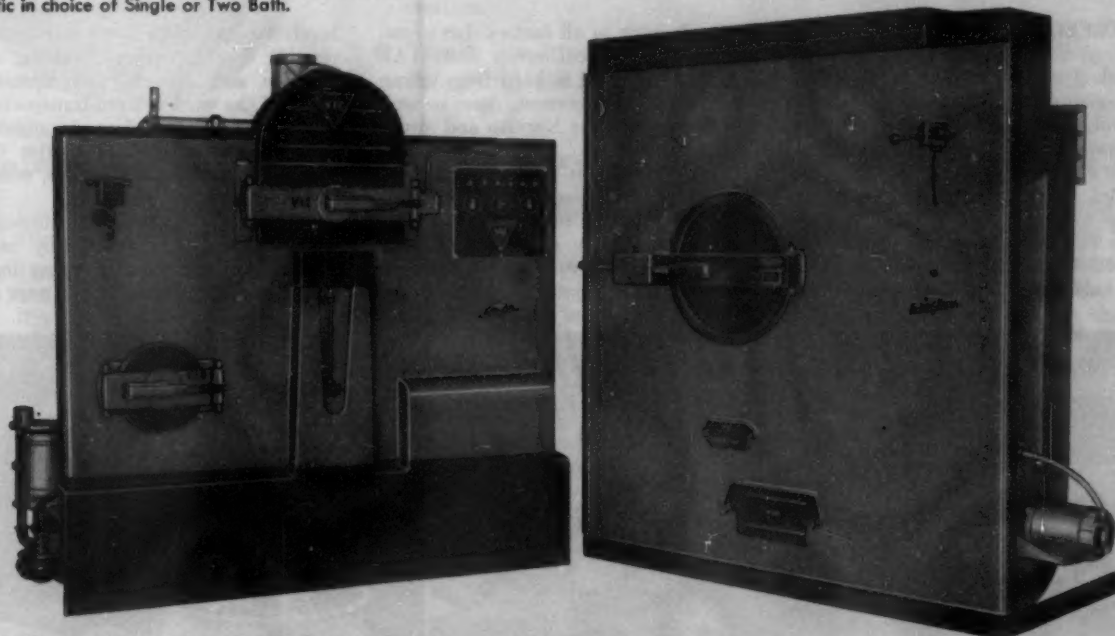
**ON BOTH COUNTS VIC NEVER LETS YOU DOWN—SO COMPARE BEFORE
YOU BUY... BE SATISFIED, NOT SORRY!**

WHAT DO YOU GET WITH VIC ECONO?

- A LIBERAL SIZE CYLINDER engineered for Quality Cleaning
- A PROPER SIZE FILTER for maximum soil removal
- OVERSIZED SOLVENT LINES to avoid soil re-deposit
- A LIBERAL SIZE SOLVENT SAVER to produce greater solvent mileage and faster drying
- FULLY AUTOMATIC—SPRING MOUNTED to save time, labor and money

**PUT THESE ALL TOGETHER AND YOU GET THE VIC ECONO...
AN HONEST 40-POUND DRY CLEANING MACHINE
THAT WILL MAKE MORE MONEY FOR YOU!**

Available either Fully Automatic or Semi-Auto-
matic in choice of Single or Two Bath.



Write for complete details on the Vic Econo and
other equipment you want honest facts about.

Dept. NA-319

*dedicated to helping
your business grow*



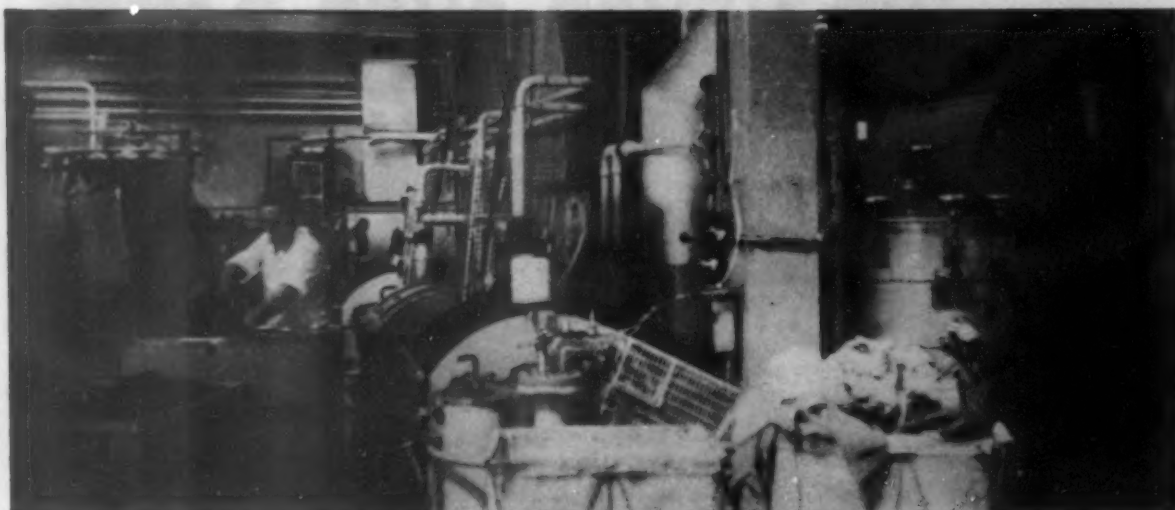
MANUFACTURING COMPANY

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CAPACITIES FROM 20 TO 100 LBS. PER LOAD — — — SALES AND SERVICE IN ALL PRINCIPAL CITIES

April, 1958

31



Cleaning department is model of cleanliness. Even the brass and copper fittings glisten

Is There a Perfect Plant?

Here's one near the top of the list . . . for many reasons

By ART SCHUELKE

"PERFECT" is probably too strong a word to qualify any plant. Certainly in plant visits to hundreds of cleaners covering nearly half a million miles of travel, I have encountered scores of operations which should be considered very excellent.

But there is one that comes very close to filling the "perfect" bill, and it is halfway around the world, New Zealand Drycleaners and Dyers, Ltd., of Auckland, New Zealand, rates ex-

tremely high in all factors. Let's consider the physical setup first. (Although it is hard to keep from telling you about management, done so well by owner-brothers Norman and Stuart Naismith.)

The building is a two-story operation, due to the fact that the plant is located on a very steep street. In spite of this, workflow and garment handling are excellent. Marking, cleaning and storage for routes are on the lower

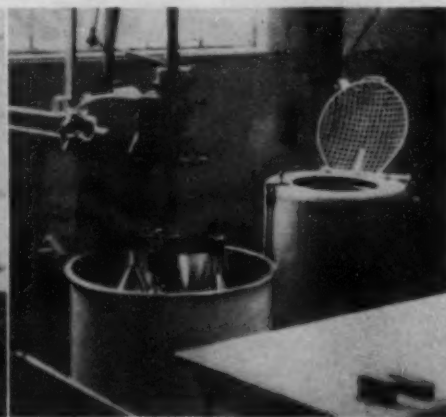
level. An up-to-date dye house is also on this floor. Spotting, finishing, inspection and assembly are upstairs. None of the work is hand-transported. Elevators bring the cleaned garments upstairs, and a slickrail carries the finished items back downstairs, where they are stored for delivery.

Incidentally, slickrails and through-the-unit production are ideally used here. Also, steam and vacuum lines

Continued on page 37



Left: Good workflow starts in marking department. This well-equipped unit speaks for itself. Right: Old but efficient wetwasher has just been refurbished with stainless plungers for gentle agitation of garments



Progress report on the half-hour laundry business:

BACKGROUND: As you know, the half-hour laundry business was born in depression, but it was not until after the end of World War II that laundry stores began to boom. Today, but 11 years later, there are over 14,000 successful automatic laundry stores . . . over 6,000 Westinghouse Laundromat® equipped half-hour laundries . . . serving millions of satisfied customers.



In the past two years, at first in the Southwest and West Coast, and now expanding throughout the United States, a new kind of laundry store has opened rapidly and is operating profitably.

80% of the new Laundromat stores are *unattended, coin-operated, completely self-service* . . . *efficiently operated by the owner in but a few hours a week.*

WHY? This growth of coin-operated stores is due to America's new way of living.

- Trends continue toward money-saving, self-service businesses, such as super markets, drug chains, housewares, gasoline stations and dime stores.
- Power laundries, cleaning plants, and attended laundries have increasing labor problems and wages.
- The population of America is growing at over 8,000 people per day . . . and shifts continue to develop with new residential and commercial shopping centers.
- Trends are toward off-hour shopping and convenient service establishments for night and Sunday business.

BRIEFLY, HERE'S WHAT IT'S ALL ABOUT:

- Laundry is a necessity and people like saving 50% on their weekly laundry bill.
- Bachelors, career girls, students and working families can only do laundry during hours when regular laundry stores are closed . . . an unattended laundry is often open 24 hours a day, 7 days a week. Profits are realized in night and weekend hours when other laundries are closed.
- Many women prefer to do their own laundry and they flock to unattended laundry stores where they do-it-themselves . . . using their own choice of soap and other washing materials.
- Washers, dryers and extractors are coin-metered . . . everything works automatically . . . you empty the coin boxes 4 or 5 times a month.

HERE'S WHAT IT DOES FOR YOU:

- Because it takes so little of your time, it does not interfere with your regular business. Because of almost absentee management, no customer contact, and favorable depreciation schedules, it is perfect for chain-store operation.
- Depreciation of equipment for tax purposes is rapid, and within a relatively short period, you own another profitable business that actually runs itself.
- And each store provides you with an income of \$4000-\$8000 a year, depending on location and equipment.

THERE'S A GREAT DEAL MORE to this story that you should know. We'd like the opportunity of giving you all the important investment details. It'll take about an hour of your time.

This we do know! You will add Thousands of Dollars to your present income every year.

Your community wants and needs an unattended, coin-operated Westinghouse Laundromat store.

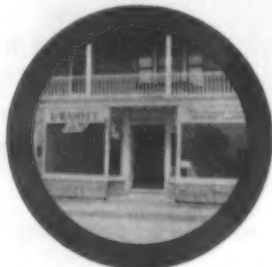
As an operator of a laundry or cleaning plant, you may find this the business you've been looking for.

We offer advice, store planning, training and advertising. We will finance up to 80% of the necessary equipment. Take a look at this investment.

Westinghouse Laundromat

... 9 lb. commercial washer is your key to a successful

Here are but a few typical unattended coin-operated Westinghouse Laundromat equipped stores. We can show you actual case histories on many more stores that are excellent investments!



Store-Route Operators Team Together

R & S Enterprises is a newly formed business owned by A. Vecchio and L. Gold, of Milford, Connecticut. Already owning five full service laundry stores plus their own chains of apartment house laundry route operations, they were a natural to team together and start a chain of coin-operated self-service laundry stores. Their eventual goal is to own and operate ten coin-operated self-service Laundromats.

This store is open 7 days a week, from 7 A.M. to 10 P.M. and nets approximately \$7400 a year.



BUILDS CAPITAL EQUITY

Selecting one of the toughest neighborhoods in Chicago, Herb Baker opened one of Chicago's first coin-operated laundry stores. He employs a student to maintain the equipment and clean the store.

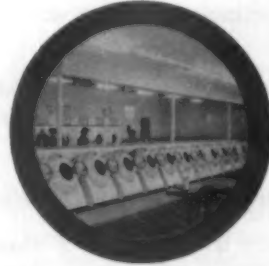
The equipment is being amortized rapidly, and Mr. Baker will earn \$5000 to \$6000 a year from the store, besides completely owning a depression-proof business with a capital asset worth \$20,000.



OWNS THREE COIN-OPERATED STORES

Robert E. Rein, owner of the Del Mar Laundromats, San Gabriel, California, knows the trend in California is toward coin-operated stores, with the prime requisites for success being adequate parking, convenient location, large size and modern appearance. His stores feature air conditioning, FM music, and comfortable upholstered chairs.

After all expenses and depreciation, Mr. Rein's net profit is approximately \$1200 a month for the three stores.



DIMES PLAY SWEET MUSIC FOR BROTHERS

The Easter Brothers and their Quik-Save coin-operated laundry stores in Des Moines, Iowa, are making sweet, profitable music. Not only do the Easter brothers believe in using handbills and radio spots to promote their growing chain of coin-operated stores, but they pipe in lots of sweet music to soothe their customers' nerves.

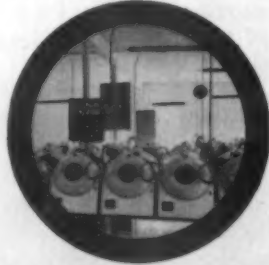
This is their fourth Quik-Save laundry store, and it is open 24 hours a day, 7 days a week, grossing better than \$1000 a month since opening but three months ago.



Steam Laundry Operates Coin-Metered Stores

With power laundries feeling the press of the self-service laundry business, Jack Williams and W. A. Reinhard, operators of steam laundry and dry cleaning plants, have begun to open several coin-operated laundry stores in locations where they have pick-up stations.

Using only a porter a few hours a day for clean-up, they find that their coin-operated laundry stores are not only profitable, but add to the over-all gross of their cleaning business.



Houston LAUNDROMAT... One of World's Largest

Carter Chase's new self-service Laundromat is one of the world's largest coin-operated laundry stores. Having 50 Laundromat washers and 15 Aldry dryers, this store is on a 3300-square foot location.

There are soap vendors and coin changers, and no parking problems whatsoever, as there is ample parking space. The store is open 7 days a week, 24 hours a day.



ONLY WESTINGHOUSE makes a commercial washer... designed, manufactured and sold solely for commercial use. It is used in more stores than all other makes of washers combined because only the Laundromat is factory engineered to take continuous daily use. It is the only washer that offers commercial warranties that outlast any other commercial washer and assures you of lower service and maintenance costs. The factory included coin meter, Westinghouse air lock for the positive door protection, a gifting-proof front collection and star section.

Fasten coin-changer with blue and snowflake white customized EPON baked-on enamel. The washers blend beautifully with all the other balanced ALD equipment, giving you the immaculate appearance so vital to the success of coin-operated unattended laundry stores.

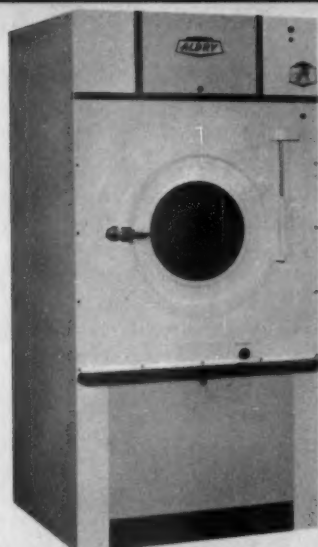
ALDHEET



Aldheet Water Systems manufactured for ALD
by A. O. Smith Corporation

ALDHEET WATER SYSTEMS ASSURE UNINTERRUPTED SERVICE FOR COIN-OPERATED LAUNDRY STORES

WHEN IT COMES TO WATER HEATERS, nothing can compare to the Aldheet, proved in hundreds of coin-operated laundry stores. It provides uninterrupted service for a lifetime without costly profit-robbing maintenance. This system features rust-free construction . . . all parts in contact with water are copper, brass or bronze. And speaking of economy, Aldheet's 80% thermo-efficiency with no heater standby loss, insures minimum operating cost year after year. For complete protection, which is necessary in an unattended store, multiple Aldheet units provide standby protection against any shutdown in event of unusual service need. An Aldheet system is tailor-made for your coin-operated laundry store.



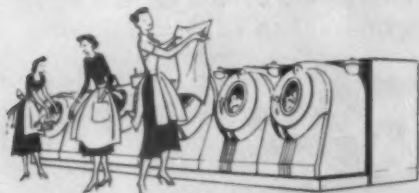
Aldry manufactured for ALD
by Huebsch Mfg. Company

ALDRY DRYERS . . . SIMPLEST TO OPERATE FOR COIN-OPERATED LAUNDRY STORES

THE ALDRY IS BUILT ESPECIALLY for half-hour laundry stores by the manufacturer who has made more commercial dryers than all other manufacturers combined. It is economical to maintain and ruggedly built for years of trouble-free coin-metered service. Because of its success in hundreds of metered stores, it is factory-adapted for coin-operation. It will handle one load to six loads, and do-it-yourself customers love the way it tumble-dries towels, shag rugs, and everything else right before their eyes.



CALL, WIRE OR USE this postage-paid reply card right now. We'd like to meet you at your convenience and show you some coin-metered laundry stores in your area. We have experienced store planners throughout the United States.



ALD, INC.

3549 N. Clark St., Chicago 13, Ill.
15757 Wyoming, Detroit 38, Mich.

3334 National Turnpike Road, Louisville, Ky.

8202 Chancellor Row, Dallas, Texas

7402 Sunset Blvd., Los Angeles 46, Calif.

69—37th Ave., San Mateo, Calif.

The Prudential Bldg., Room 1704, Jacksonville 7, Fla.

ALD New York, Inc., 511 W. Coldspring Lane, Baltimore 10, Md.

ALD New York, Inc., 10-32 47th Road, Long Island City 1, N.Y.

BUSINESS REPLY CARD

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ALD, INC.

3549 N. Clark St.

Chicago 13, Ill.

AIRMAIL

**NEW COIN-METERED ALDWASH 25 LB.
WASHERS PROVIDE MORE INCOME
TO COIN-OPERATED STORES**

THE ALDWASH WASHER, coin-metered at the factory, is now allowing coin-operated stores to increase their volume by doing the big items too. With an Aldwash, customers can beautifully launder shag rugs, draperies, blankets, bedspreads, linens and big family washes. Industrial users bring factory work clothes, towels, linens, wiping cloths, etc. to your unattended store where they save real money by doing it themselves.



Aldwash washers manufactured for ALD
by Cook Machinery Company, Inc.

**COIN-METERED ALDSPIN EXTRACTORS
NOW BEING INSTALLED BY SMART,
PROGRESSIVE UNATTENDED
LAUNDRY STORES**



THE ALDSPIN EXTRACTOR is the most economical centrifugal extractor on the market. It provides trouble-free performance, and has been designed to work in perfect balance with your coin-metered dryers. Coin-metered stores throughout the country find that the addition of a coin-metered extractor increases the efficiency of the store's production. An Aldspin is tamper-proof, operates safely and easily.



Aldspin extractors manufactured for ALD
by Bock Laundry Machine Company

ALDSOFT



**COIN-OPERATED LAUNDRY
STORES BRING CUSTOMERS
BACK WITH ALDSOFT
WATER SOFTENERS**

PLenty of soft water, free of calcium and magnesium, is absolutely essential for sparkling-white, really clean washes because only clean washes bring customers back again and again to your coin-operated store. There is an Aldsoft Water Softener especially designed for your water and washing equipment. It will make soft water economically... it will be indispensable because it greatly prolongs the life of your equipment, including washers, water heaters and piping. Soft water produces no sticky scum in machines, no lime deposits in pipes and water heaters... does away with expensive repairs. For your unattended laundry store, the Aldsoft water softener is a must.

Aldsoft manufactured for ALD
by Heatter Corporation

**MAIL
THIS
CARD
RIGHT NOW!**

Find out about this profitable new laundry business that is sweeping the nation.



ALD, INC.

3549 N. Clark St., Chicago 13, Ill.
15757 Wyoming, Detroit 38, Mich.
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8202 Chancellor Row, Dallas, Texas
7402 Sunset Blvd., Los Angeles 46, Calif.
69-37th Ave., San Mateo, Calif.
The Prudential Bldg., Room 1704, Jacksonville 7, Fla.
ALD New York, Inc., 511 W. Coldspring Lane, Baltimore 10, Md.
ALD New York, Inc., 10-32 47th Road, Long Island City 1, N.Y.

Yes, I may be interested in operating
coin-metered laundry stores. Have
your representative contact me as
soon as possible.

NAME _____

ADDRESS _____

CITY _____

STATE _____

POST OFFICE _____

☐ I am interested in a coin-operated laundry store.

☐ I am interested in a commercial laundry plant.

☐ I am interested in a coin-operated laundry store.

Other _____



Continued from page 32

are located under the floor. This gives an air of spaciousness, lack of clutter, to the finishing department.

All departments are cooled with outside air drawn through large ducts that open into each department. High levels of illumination are obtained with fluorescent lighting. Skylights also help.

The marking department is equipped with a row of large hopper-type bins, in accordance with National Institute of Drycleaning recommendations. Each work station has a desk with necessary supplies. The work is processed on a 100-bundle lot-system basis. Each girl draws work from her left, marks it, then passes it to bins on her right.

Here, cleaning room personnel make initial inspection and classification before moving the loads to the adjacent cleaning room. And what a cleaning room! The equipment, walls and ceilings are all freshly painted. Never have I seen such wonderful housekeeping, and this applies to the whole plant.

Cleanliness emphasized

What this firm does along these lines is worthy of special mention. The floor is immaculate. There isn't a speck of dust or dirt anywhere, including behind the machinery. The brass lock hinges on the filters are highly polished, as are the name plates and other brass fittings.

The plant presently uses petroleum equipment, but has plans afoot to supplement this with a synthetic unit for fast-service work and reruns. It is only within recent months that syn-



Wool spotting is right next to finishers. Note slickrails, ventilation system, good lighting

thetic machines have become available in New Zealand. This forward-thinking company will be among the first to purchase this equipment.

While their petroleum equipment is conventional, it is in excellent repair. Most of it is belt-driven, but this is due to economic conditions that existed in the country when the machinery was installed. In keeping with good appearance, the men in the cleaning room all wear white coveralls.

The spotting department is equipped with modern boards and

steam guns. While such equipment is fairly common in New Zealand, it isn't too prevalent in Australia. Since this was the first plant visited after Australia, it made quite an impression to see something that is accepted as commonplace in the States.

The small wetcleaning department is just as neat and orderly as the rest of the plant. A few tubs, scrub table, washer and extractor make up this department.

Machinery imported

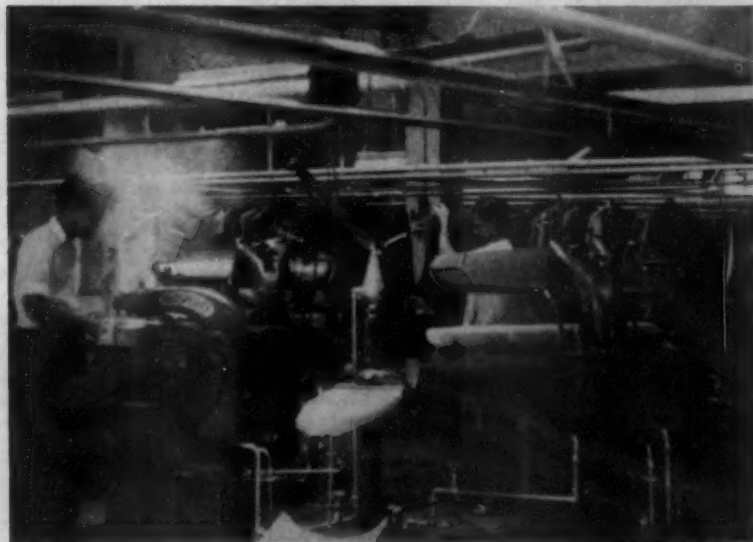
Most of the finishing equipment is of United States manufacture. The wool lines have up-to-date air-driven presses. The units also have puff irons for touch-up as well as an ironing board and steam iron for linings.

The silk department has sleeveers, puff irons and offset presses of the latest type. The plant does a high percentage of silks and this can be attributed to the amount of steam ironing done to take care of small details.

Here again, housekeeping is the order of the day. The hardwood floor is waxed and polished regularly. One could eat off its surface, it is so clean.

The work is channeled to inspection points on the same floor. This department is located near the windows for good light. The natural daylight is supplemented by extra fluorescent fixtures.

Next comes the assembly unit, from which point the work drops to the floor below by means of a diagonal slickrail. The route storage area is



All wool presses are air-driven. Touch-up boards and puff irons are conveniently located



After inspection, work is assembled on split ring. It then drops to floor below down chute at right

immaculate and well lighted. The salesmen have their own room in this area for checking their orders and cash. Their trucks are kept just as spic and span as the plant. This firm literally sells cleanliness and appearance.

Well-designed call office

The attractive call office has wood-paneled counters in what appears to be knotty pine. There are indirect lighting and soft shades of coloring on the walls. The counter work is kept in a separate storage room adjacent to the sales area.

The business offices make up the rest of the physical setup. Both Stuart and Norman have private quarters, as do the sales manager and accountant. There is a large general office for the clerical staff. In keeping with the rest of the operation, the offices are bright, modern and clean. Late-model business machines are used.

One other office ties in with the sound management techniques employed. That is the separate switchboard room to handle the hundreds of calls from customers. Each truck is radio-equipped and urgent calls can be handled in minutes by the salesman. The operators have large city

maps posted on the wall. These are divided by territory and each territory, in turn, is broken into three zones. By checking the time, the operator knows in which zone the truck is presently operating. She can then advise the customer the approximate time of pickup.

Another example of sound management thinking. The New Zealand Drycleaners knows the importance of the "little" things to the customer, such as free repairs and good finishing. But they also know this costs money. So they have raised their prices, and have encountered surprisingly little resistance. As a matter of fact, we understand the other plants in Auckland are falling in line, with higher prices.

Credit offered

The Naismiths are also experimenting with charge accounts on some routes. This is a radical departure, something done hardly at all. Credit buying is something quite new in that country. Not even the major oil companies offer this service to their customers at present.

The owners have set up a planned advertising campaign at New Zealand Cleaners, too. They have hired a local

agency which has mapped out a full year's campaign. They have increased their ad budget, even though cleaning sales have generally leveled out in the country even as they have here in some areas.

After the campaign was planned, but before the ads broke in the newspapers (their major medium), the entire sales force was told of their plans. All salespeople were also given a 2½-hour tour of the plant to show how well qualified the firm was to back up its advertising claims.

Present and future growth

In addition to the main plant, the company also operates a package-type unit in another part of the city. Then they have a store in a growing town some 80 miles away. A shuttle truck makes a daily run to this store. Its volume is now sufficient to warrant the installation of machinery, and this is part of the master plan for the firm. Expansion through decentralization might be one way to put it.

While it is an old-line plant, founded by the two brothers' grandfather, it has young ideas. What's more, it puts them to practice. Just another reason why it is one of the best I have ever visited. # #



Now, spot by **COLOR**

with **CALED'S** *Selecta-Spot*

Color-Code SPOTTING METHOD

REVOLUTIONARY NEW FOOLPROOF SYSTEM

anyone can do

PROFESSIONAL SPOTTING

with only 6 color-code spotters

and *Selecta-Spot* chart



SUB-CLASS general direction starting to remove



JUST FOLLOW THESE 3 SIMPLE STEPS

1 EXAMINE SPOT to determine its type. If there is any question, test color fastness by applying drop of agent to inside seam and press with clean white blotting paper or cloth to see if any color is affected.

2 CHECK CHART to find spot . . . it may be listed among sub-classifications. Read general directions before starting to remove spot.

3 SPOT BY COLOR, following the colored discs from left to right opposite spot classification. Be sure to read directions under each color.

That's all there is to it! Albumin stains, paints, inks, cosmetics, yellow stains, ketchup, shoe polish, grass stains . . . almost any stain you get in your plant is removed faster, easier and safer with Caled's Color-Code Spotting Method.



2. Apply S-R — Tamp — Flush with water

3. Apply PLEASURE — Tamp — Flush thoroughly

ONE PACKAGE CONTAINS ALL YOU NEED!

Here's all the spotter needs, wrapped up in one easy-to-use method that lets you go after any spot with a brush in one hand and one of only six shaker bottles in the other. When you buy Selecta-Spot, you get the works . . . ready to go with one all-inclusive kit . . . and at a price low enough for you to have one at every spotting board next week. **HERE'S WHAT YOU GET IN EACH KIT! JUST OPEN IT, HANG THE CHART, FILL THE BOTTLES AND GO!**

- 6 Color-Code Spotting Bottles with colored spout caps
- Complete Direction Folders
- Spotting Guide in matching colors on tough plastic (full 17" x 11")
- 1 Gallon each of R-X, P-R and ZUDS CONCENTRATE
- 12 Ounces each of S-R CONCENTRATE, I-R and PLEASURE CONCENTRATE

GET THE EDGE ON YOUR COMPETITION in spotting speed and spotting quality. Give us the word today to rush enough Selecta-Spot Kits for each spotting board, or ask us to arrange a demonstration of Selecta-Spot. **FOR FASTEST SERVICE, write direct to DEPARTMENT NC4.**



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CALED PRODUCTS CO., INC.

BRENTWOOD, MARYLAND

New all-AceCo plant proves immediate success

Right from the start, business boomed at the new cash and carry plant of Driftwood Cleaners, Skokie, Ill. Within the first three months volume averaged *\$1800 per week!*

Owner Edward Andersen, even with his long experience in the industry, took no chances in planning and equipping his new plant. He simply placed the entire project in the hands of American Cleaners Equipment Co.

Starting from scratch, AceCo's team swung into action and handled every last detail. A comprehensive survey was made. Consultations were held with the architect, and detailed plans and recommendations were submitted. Equipment was carefully selected from AceCo's complete line. The entire installation, including a Model 30 Synclor Unit, AceCo Presses and other equipment, even to the steam boiler, was closely supervised by AceCo's field service engineers.

Driftwood Cleaners is an outstanding example of the service available to you when you deal with American. You are assured of expert assistance every step of the way in planning and equipping your plant for the most profitable operation. Call your nearby American Man from the Factory for complete information, or mail coupon today.

AMERICAN CLEANERS EQUIPMENT COMPANY, CINCINNATI 12, OHIO

Division of The American Laundry Machinery Company



For top-quality cleaning with minimum investment this Model 30 Synclor Unit equipped with American-Piazza Sludge Accumulator-Stripper was installed in Driftwood Cleaners' new plant.

Synclor beautifully cleans 125 lbs. of work per hour. Washer-Extractor has 30" x 20" open-pocket cylinder, is completely automatic through entire cleaning cycle. Perclor-Saver Tumbler (left) quickly dries and deodorizes work, also reclaims remaining solvent from clothes. Exclusive Iso-Vibe vibration control eliminates need for special mounting or bolting to floor. Solvent tank is built into base of washer-extractor—no underground tanks required.

American-Piazza Sludge Accumulator-Stripper (in circle) saves solvent, time and labor, improves cleaning quality. Recovers two to four gallons of solvent with each filter backwash, making it possible to clean over 10,000 lbs. of work with every

drum. Daily backwash, by quick turn of valves, keeps filter clean for maximum solvent circulation to assure superior-quality cleaning. Completely eliminates transfer of dirty sludge from separate accumulator to a separate cooker.

American Cleaners Equipment Company

ALM-515

Division of The American Laundry Machinery Company, Cincinnati 12, Ohio

Please send complete information on AceCo planning service and equipment.

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You get more from

American



The first step is to hand-clean the linings and prespot the points of wear, such as collars and cuffs



The fur cleaning compound can be reused if mixed half and half with new material

Furs Can Be a Profitable Sideline

Here are tips for top quality work and repeat business

A GOOD FUR CLEANING and repair operation is costly to set up and costly to keep up, according to James Salhaney of Salhaney Bros. Uptown Cleaners & Hatters in Grand Rapids, Michigan. But it has big advantages, too, he says, including the following:

1. With volume it makes a profitable sideline.
2. It lends prestige to the operation and brings in a lot of "blue ribbon" business.
3. If cleaning volume has been established, it is easy to build fur volume.

Uptown is one of the two or three biggest cleaning operations in western Michigan. Its ranking in fur services is just as high. The big storage vaults have a capacity of 8,000 furs, and about 3,000 furs are cleaned and/or repaired per year. A normal cleaning and glazing operation brings from \$5 to \$9. Charges for repairs depend on the amount of work and the amount of new fur that must be added. Many coats are completely restyled.

The fur cleaning and repair department measures about 30 by 25 feet and includes standard fur cleaning equipment.

"We have the finest equipment in the state," says Mr. Salhaney. "It cost money to buy. But it also costs money to get and keep a really good furrier. As a rule of thumb, I'd say a volume of 1,000 coats per year is needed to afford the equipment and the furrier. Any cleaner can judge if he can make this volume by considering his regular cleaning volume and estimating how much of it could be fur volume."

"After that, equipment can be bought with the aid of an allied tradesman. But the furrier is something else. Equipment may be standard, but the methods of furriers are as numerous as are furriers themselves. It's necessary to find one with lots of experience, and then pay enough to get him to run the new department. Often he can be found operating his own small shop."

Processing method

Uptown's furrier is Si Downer, a man with 23 years experience at cleaning, glazing and repairing furs. According to Mr. Salhaney, the prominence and success of Uptown's fur operation are due to Mr. Downer's work. Here is his step-by-step procedure:

1. Lay out the garment on a work bench and sponge the lining with a clean towel and standard cleaning fluid. Use a brush to rub out the collar, cuffs, elbows, under the armpits and other points of wear which might need extra cleaning care.

2. Put into the cleaning side of the cleaning drum. At Uptown this is a double, with a cleaning side and a screening side. With the garment in the cleaning side, Mr. Downer throws in on top of it his own mixture of sawdust, tropical nutshells and cleaning fluid which combines carbon tet and naphtha. He has no set formula for his mixture, but it appears to be about half nutshells and half sawdust, with enough cleaning fluid to make it moist but not wet. A gallon cleans four or five coats.

The ground nutshells, which are hard, loosen the dirt and scrape it off as the tumbler goes around. The sawdust absorbs the dirt, wetted by the cleaning fluid. This cleaning action takes from 30 minutes to an hour.

3. The garment then goes to the screening side. Here, as it is tumbled, the mixture falls out into a pan under-

perforated poly-bags pay off!

SAVE TIME • WORK • MONEY

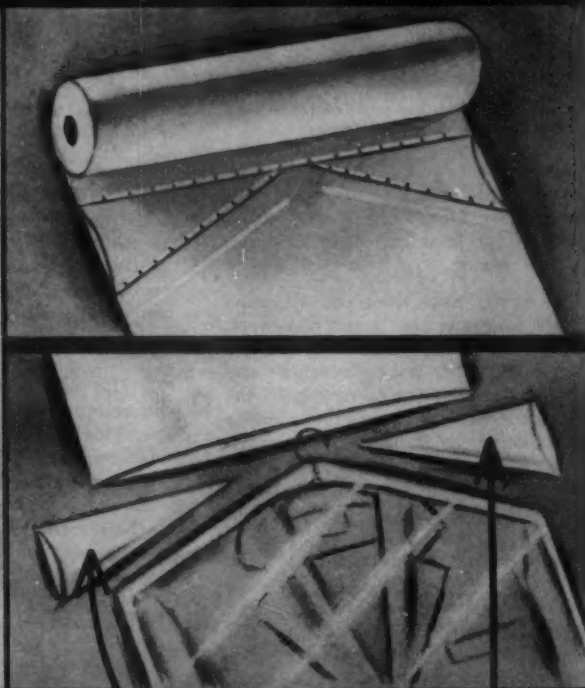
**JUST PULL—ZIP OFF—
AND DELIVER**



Rack 'n Roll Dispensing Rack

WRAPPED IN A ROLL!

Already sealed, perforated and wound—



A convenient flap for tickets and tags—
Easily removed—will not affect the bag!

- packs any garment in 2 seconds • leased at no charge
- lifetime service contract • saves you $\frac{2}{3}$ storage space
- no machines or extras to buy • no maintenance
- rack automatically opens every bag for you for instant use

AVAILABLE IN 4 SIZES

length	width
30"—1400 bags per roll	20"
36"—1000 " " "	24"
54"—667 " " "	24"
72"—500 " " "	24"

*also 21 x 4 gusseted

SPECIAL TRIAL OFFER

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Sold through Franchised Distributors from coast to coast in the U.S.A. and Canada by the

TECHNICAL TAPE CORPORATION

240 North Avenue, New Rochelle, New York

and CANADIAN TECHNICAL TAPE, LTD., St. Laurent, Quebec, Canada



Careful sewing is key point on repair work. Fur hairs are kept out of seams for better appearing garment



The assembled garment is resoftened by hand manipulation. On most furs this is essential step for top quality

neath where it can be recovered and reused. Mr. Downer, however, always mixes it at least half with new mix before reusing.

4. At this point, the repair operation starts on coats that need this work. It requires a separate table, a small fur knife, a fur sewing machine and fur parts. In making minor repairs the old section of fur is ripped out and a matching piece is inserted. Here Mr. Downer uses cotton tape over every seam, basted on every edge, to avoid any possibility of the glue used in some tapes rotting out the leather. The tape is for reinforcement of the seams.

For major repair or restyling, the lining is removed and the coat is taken apart so the job can start from scratch. Stock patterns are available, but Mr. Downer frequently makes minor variations in the patterns for style purposes. The parts are cut out of new fur replacement sections if they must be replaced. The section parts then are pinned up and sewed. Sewing itself is a painstaking operation. Here the fur must be worked down so it is not included in the seam or it will show in the finished job.

5. The nailing table is next—the same table used in pattern cutting. In this step the garment parts are stretched and blocked to fit the master pattern, the shape of which has been marked on the table with chalk. The parts are stretched and small nails are used to hold them to the pattern shape. The parts have previously been dampened with water and softener and worked vigorously by hand to make them soft and pliable. They are then nailed fur side down for stretching and drying.

6. The next morning, the nails are pulled out and the parts, fully dried, are taken from the nailing board. At this time the pattern parts are marked precisely on the table, and the garment parts are trimmed to fit the pattern exactly.

7. The parts now go to the finisher who reinforces all seam edges with tape. This is done at the seams that join the parts of the garment, such as the arm to the vest. It is not done at the seams of the several pieces of fur that might make up the vest or collar, or some other part. Again, the cotton tape is used.

8. The parts then go to the joiner, always Mr. Downer himself. He sews the vest to the body, the collar to the neckline, the arm to the armhole, etc., along the edges which have been reinforced by the finisher. Again he works the fur out of the way of the sewing machine needle.

9. Now the coat, reassembled, must be softened again if it needs it. Kid-skin doesn't need this step, but most furs do. It is done either by hand working, or by placing the coat into the tumbler again with a bag weighted with little bags of sawdust. This step, says Mr. Downer, is one of several often left out by furriers. But he says it is necessary for a real quality job.

10. The coat now goes back to the finisher, who replaces the lining plus whatever stiffeners or reinforcements are needed. A white flannel innerlining is used under the lining to give warmth and body, and the loops are placed on, but not the buttons.

11. The garment then goes down for the first fitting on the owner. It is checked for correct sleeve length and such details, and the correct points are marked for the buttons so the coat will drape properly.

12. The coat goes again to the finisher, for buttons to be put on and for any necessary refinements.

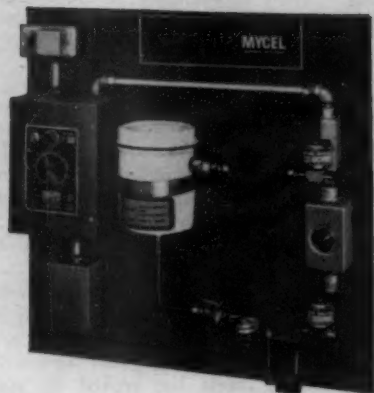
13. Finally comes the glazing. This is another step that can be done many different ways, and the method must vary for every type of fur. Mouton lamb is glazed with a steam iron with a mesh screen on the bottom, after being slightly moistened with a blast of air and water vapor. Then it must be brushed, then steam-ironed, and then Mr. Downer beats the fur all over with two "drumsticks" to whip it up.

Beaver, nutria, sheared raccoon and some other furs must be polished rather than glazed. For this a special "iron" is used that has a revolving drum that beats the fur. Roughing shots of moistened air are then followed by combing with the fur, after which they are dampened with wood alcohol, drum-beaten again, brushed and then "drumsticked."

This process must be repeated against the fur, and then in the two side directions so that every hair is polished on four sides. Glazing requires a thorough knowledge of furs and painstaking care.

That's Mr. Downer's process for premium quality at Uptown. He says many of the steps could be short-cut, and in most places many of them are. But for the kind of job that builds prestige for the plant, all steps are necessary and they all must be done well. # #

OVER 5000 SUCCESSFUL INSTALLATIONS PROVE
THE EFFICIENCY OF STREET'S



Conductivity Control

THE FIRST AUTOMATIC MOISTURE CONTROL

A great industry has been revolutionized by this ingenious technique.

Following its introduction at the Cleveland convention in '53 over 5000 of the nation's most alert plantowners have standardized on the CONDUCTIVITY CONTROL PROCESS for the automatic control of moisture.

The balance sheets and profit and loss statements of these 5000-plus plants show that

(through the near elimination of wetcleaning) production costs have been so greatly reduced as to provide substantial increases in net profits.

Not only has CONDUCTIVITY CONTROL effected large savings in production costs but it has also established a new standard of quality and safety in drycleaning which is prompting hundreds of other progressive plantowners to adopt its use.

The ELECTRONIC CONDUCTIVITY CONTROL UNIT, invented, perfected, installed and serviced by STREET'S, is the only moisture control apparatus which has faced the scrutiny of a research fellowship (NID F-14) as well as widespread use in over 5000 leading plants. It is the only moisture control serviced by a corps of 50 factory trained field technicians.

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ALERT PLANTOWNERS who seek the advantages of advanced research, without the risk of experimenting with the unproven, may well communicate with the inventors and sole developers of the CONDUCTIVITY CONTROL PROCESS.

R. R. STREET & CO. INC. 561 WEST MONROE ST. CHICAGO 6, U.S.A.

CANADIAN PATENTS
No. 530,043 AND 534,730.
OTHER PATENTS PENDING

The Year in Research*

By DR. JOSEPH R. WIEBUSH

Director of Research, National Institute of Drycleaning

With W. CLAY HARDIN and ROBERT T. GRAHAM

DURING THE PAST year we have made an effort to relate our research department more closely to our garment analysis work. Also, we have inaugurated the work of our Textile Advisory Committee.

We keep track of all of the problems coming in and assign them, after analysis, various areas of responsibility. The five classifications are *consumer service, fabric behavior, faulty drycleaning plant practice, unknown, and garment construction.*

Our chief analyst, Clay Hardin, will give us an example of a consumer service problem; something the cleaner is not responsible for.

Mr. Hardin: Color damage from cold-wave solution is our biggest problem in the consumer group.

Many of our members have told us that our reports satisfy their customers. In a few cases, however, the customer states that she has never had a cold wave hair treatment in her life. In such cases we state that evidently the customer was around or helping someone who was getting a home permanent, and possibly some of the solution splattered onto her garment or else she sat on a chair or seat that was wet with the solution.

Many of these garments are cleaned in the spring and delivered to the customer without any noticeable damage at the time. When they are removed from the clothes closet in the fall, the loss of color is first noticed. It often requires considerable time for these cold-wave chemicals to affect some dyestuffs, and a long summer storage provides ideal conditions for the color loss to take place.

Dr. Wiebush: Now a problem that we classify as a fabric behavior problem.

Mr. Hardin: The problem of dyes bleeding in drycleaning is probably the drycleaner's biggest headache at the moment. The majority of the solvent-soluble dyes are found in cot-

ton fabrics but quite a few are in acetate and rayon.

Our records show that this problem is not confined to any specific color, but pinks and reds are the greatest offenders. Some of the fabrics are dyed a solid shade and others have been printed with various colors. In many cases, only one shade of dye in the print will be affected by the solvent. If the fabric is dyed a solid color, and you suspect it might contain a solvent-soluble dye, you can test the color by clipping off an unexposed seam and soaking the sample in a small glass container of solvent for approximately 10 or 15 minutes. If the dye is solvent-soluble, bleeding of color will occur in the solvent. If the fabric contains a multicolor print, there is no practical method of testing for color-fastness of each and every color in the print.

It is not always easy to convince a customer that the dyestuff is at fault, especially if she has a belt or a sample of the new material that she has washed at home without any ill effects. These colors are extremely fast to washing, but unfortunately many of them will bleed in drycleaning solvents.

NID's trade relations director, Albert Johnson, has been working on this problem during the past year. Last November he invited some of the leaders of the dyestuff and textile

printing industry to meet in Silver Spring and discuss this problem. They all agreed that it was the manufacturer's responsibility, and that it could be solved by control of manufacturing procedures.

Dr. Wiebush: I know that all of our members are interested in the problems of the third class; problems caused by faulty drycleaning plant practice. These are problems that presently known drycleaning plant methods can eliminate.

Mr. Hardin: Our biggest problem which results from faulty plant practice is dye staining in drycleaning. The most common way in which garments pick up dye from a drycleaning solvent is when they are cleaned in a charged system that is contaminated with dye. The best solution to this is to use some activated carbon or other active adsorbent material to remove the dye from the solvent.

In many cases that we see the entire fabric has picked up traces of dye. The cleaner is not always aware of the change in color until the customer returns the garment with a belt or a piece of the original material to show the original color.

In other cases, only a small area will pick up the dyestuff and this is quite evident. In many of these cases, the fabric was damp with moisture from prespotting or spotting when the garment was drycleaned. We know that a damp fabric has more of a tendency to pick up loose particles of dye than a fabric that is not damp when it goes into the drycleaning bath. These damp areas will even hold the dye in the fabric during the rinse cycle. Therefore, since your charged solvent might contain traces of dye, it's a good idea to be sure that the fabric is dry after prespotting before subjecting garment to a cleaning run.

Your success in removing the for-

Continued on page 89



* From a talk at the Forty-ninth Annual Convention of the National Institute of Drycleaning, January 18, 1958, Miami, Florida.

The assets of The Standard Laundry & Cleaning Machinery Company of Dallas, Texas, have been purchased by a group of prominent Texas businessmen. These men have formed a new corporation to continue the manufacturing and marketing of the laundry and cleaning machinery made famous by the former company.

SERVICE and PARTS for all machinery now in use **ARE AVAILABLE** through the new corporation. The factory is in full operation and all back-orders will be filled within a very short period of time.

Literature describing the newest machines as well as complete descriptions of all the STANDARD machinery will be available to you through your broker or supplier. You may continue to place your orders as in the past, with the full assurance that each and every order will receive the same careful attention. For the name of your nearest STANDARD supplier, write THE STANDARD MACHINERY COMPANY, 1412 Houston St., Grand Prairie, Texas.

RALPH PERRY
Secretary and Treasurer

S tandard
MACHINERY
COMPANY

AGAIN ADCO IS FIRST

GIVING YOU YOUR CHOICE OF

1%-2%-3%-4% CHARGE

WITH

NO RINSE!!

NO SWEETENER POWDERS,
NO DISTILLATION!

Adco's New Miracle Method

*** TRIPLE STRENGTH ***

"BLACK MAGIC"

SUPER ACTIVATED CARBON TEAMED WITH

XXX DRI-SHEEN DOUBLE
STRENGTH

NOW any cleaner with present equipment can use 4% CHARGE NO RINSE

WORKS PERFECTLY WITH ALL CONDUCTIVITY HUMIDITY CONTROLS!

HOW? ONLY ADCO'S MIRACLE METHOD OF CLEANING
can produce "the most gorgeous cleaning you've ever seen" . . . without
rinse, sweetener powders or distillation!

- 1. ONLY "BLACK MAGIC",** Super Activated Carbon, **CONTROLS** completely the condition of your solvent in the filter without the use of sweetener powders or distillation!

"BLACK MAGIC"

- A. Removes color from your solvent.**
- B. Removes fatty acids from your solvent.**
- C. *Removes non-volatile matter from your solvent.***
(old obsolete carbons only remove color)

- 2. ADCO'S XXX Dri-Sheen Double Strength,** a concentrated detergent, adds a minimum of non-volatiles to your system—perfect companion to "Black Magic".

Therefore, by controlling the condition of your solvent in the filter by the use of "Black Magic", instead of by the use of sweetener powders and distillation, you keep your solvent pure and sweet continuously.

END RESULT:

Controlling the condition of your solvent in the filter, without loss of soap . . . solvent stays pure and clean, therefore, the "clean" moisture you add remains clean. Redeposition or graying of garments impossible under these perfect conditions.

THIS MEANS:

- 1. Tremendous savings in soap costs.**
- 2. Tremendous savings in distillation costs.**
- 3. Tremendous savings in time and labor.**
- 4. Tremendous improvement in quality of cleaning.**

Make us prove to you in your plant at our expense that Adco's new Miracle Method will also work for you.

Adco, INC., SEDALIA, MO., U.S.A.
Manufacturing Chemists since 1908



Will New Fabric Finishes Sell More Drycleaning?

*Yes, says manufacturer in interview . . .
public will become "good-grooming conscious"*

Question: To get to our main point quickly, Dr. Bryce—do you feel that "Scotchgard" stain-repeller will hurt the drycleaner?

Dr. Bryce: Not at all. In fact, I feel that it has definite benefits for the drycleaner.

Question: Such as —?

Dr. Bryce: Well, I list these benefits in two categories—short-range and long-range. Among the short-range benefits is the fact that garments treated with the stain-repeller can be cleaned with

no special techniques and in the same lots with untreated clothes or with clothes bearing other treatments. And behind this, of course, is the assumption that even clothes treated with the stain-repeller are *still* going to require drycleaning.

Question: Do you mean that the stain-repeller does not *stainproof* garments?

Dr. Bryce: It does not. We never use the word "stainproof." What our product does for a textile fabric is to give it *oil-repellency* and *water-repellency* for the first time in the history of the



Dr. Hugh G. Bryce, supervisor of product development, Fluoro-Chemical Division, Chemical Products Group, Minnesota Mining and Manufacturing Co.

textile industry. For example, olive oil poured onto a worsted fabric treated with the stain-repeller will bead up on the surface. It can be blotted up without leaving a mark. But if you rub it in—as often happens, without you noticing it, in the daily wearing of clothes—well, then, you have a stain.

Question: But it seems to me that I've heard such stains could be removed with a common household solvent, and without leaving a ring.

Dr. Bryce: They can. But the average wearer is going to miss many of these until he or she has several, and at that point is probably not going to want to do the removal on a home basis—especially when it is so easy and so relatively inexpensive to have them drycleaned out.

Question: But won't less drycleaning be necessary in the long run—and especially if, as I've been led to under-

HELP or HINDRANCE?

Hardly a day goes by but that some new fabric, some new product appears that has a direct effect on our industry. Wash-and-wear has come in for its share of discussion, pro and con.

Among the newest developments is "Scotchgard" brand stain repeller manufactured by the Minnesota Mining and Manufacturing Company, St. Paul, Minnesota. This finish is claimed to be the first in the textile and suede leather industries that will repel both oil-borne and water-borne stains.

It was recently introduced to the public in men's worsted and worsted-type synthetic slacks, suits and topcoats, men's suede jackets, women's woolen suits

and coats, and upholstery fabrics, including cotton prints.

In an effort to determine the probable effect of this finish on the drycleaning industry, a tape-recorded interview was arranged with Dr. Hugh G. Bryce, supervisor of product development for this firm's Fluoro-Chemical Division. The interview is printed verbatim above. For comments on the product from the National Institute of Drycleaning please refer to the convention speech of Dr. Joseph R. Wiebush, director of research, given in conjunction with W. Clay Hardin and Robert T. Graham at Miami, Florida, last January. That talk begins on page 46.

You'll be ahead with these Warco Products.



SILA-HAND

Protective Industrial Hand Cream. Recommended for all persons who work with chemical solutions. Contains Silicone which forms a protective shield resisting penetration of chemicals. Also contains Lanolin which replaces the natural body oils. 8 ounce jars or case of 24

TEN-MINIT BLEACH

Makes whites whiter while retaining the original softness and feel of the fabric. Takes two to ten minutes in cold water. Ten-Minit Bleach is the most widely used bleaching compound on the market. 10 lb. jars or case of 4 jars. 5 lb. jars or case of 6 jars.



ALL-COLOR BLEACH

An ideal agent for bleaching color combinations in one operation. Brightens the colors, whitens the whites. Bleaches out annoying perspiration and other stains. Water safe for all colors and fabrics. 10 lb. jars or case of 4 jars. 5 lb. jars or case of 6 jars.



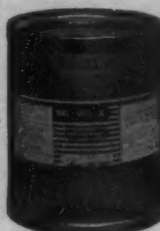
PRE-OIL-BREAK

Removes oxidized oils, grease, butter, fats, syrups, beverages, etc.—in fact, Pre-Oil-Break is effective in removing up to 95% of all stains. Often self-sufficient without the application of other spotting chemicals. By the gallon or case of 4.



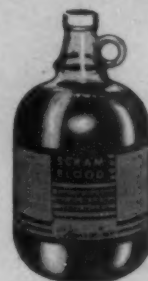
BIL-VIS-X

Reduces the use of soap or detergent by as much as 75%. Greatly increases the cleansing power of any soap solution. Brightens and restores the original appearance of fabrics. Does a better job for less money. 8 lb. jars, 25 lb. and 50 lb. drums.



SCRAM BLOOD

The instant blood removing agent—the undisputed leader in its field. Ordered and re-ordered by cleaners everywhere, because they recognize it as the very best. Compare Scram Blood's quality and price with any other. By the gallon or case of 4.



SIZE-RITE (DRYSIDE)

A non-yellowing thermoplastic type resin. Adds just the right texture, finish and over-all stiffness and body to fabrics. For use with regular or synthetic solvents. A superior sizing, easy to apply and reasonable in price. By the gallon or case of 4.



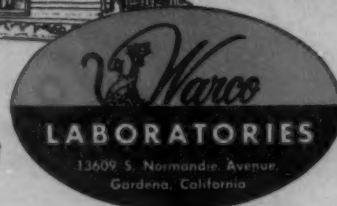
G and P REMOVER

Warco grease and paint remover is soluble in cold water. Paints, tars and oils are gone in a flash. G and P removes paint from automobiles. Widely used in dry-cleaning and laundry plants. By the gallon or case of 6 or 30 gallon drums.



SEND FOR OUR
FULL LINE BROCHURE

ORDER FROM
YOUR JOBBER TODAY



stand, the treatment is durable through a minimum of five drycleanings?

Dr. Bryce: If you mean, won't the dry-cleaner get less business?—in the broad sense, *no*; at least the way we forecast it. And as far as durability is concerned, there is presently in the works a renewal product that we hope can be applied in the drycleaning shop. But now we're pushing into the category of long-range benefits.

Question: Can we touch on those now?

Dr. Bryce: Surely. One of the most important long-range effects of our product and our promotion of it that we can predict at the present time is a greater public interest in *good grooming*. Take the theme of our promotional campaign for 1958—"The Spotless Look" Well, right off, I think, the tremendous acceptance of this concept already beginning to form in the day-to-day living habits of the consuming public also brings the drycleaner a *short-range* benefit in the cleaning potential of all those untreated garments in need of cleaning which are now in the public domain. Not to mention the treated garments: as I said before, you *can* stain a garment treated with the stain-repeller, and I am convinced that natural human laziness will play a big part here in the sending of many such garments to the drycleaner.

Question: So there is a possibility that drycleaning volume might not fall off at all?

Dr. Bryce: I am of the belief that it will actually *increase* in the long run, in treated and untreated garments both. And I base this belief on another contributing reason, too—namely, that "The Spotless Look," which our product has helped make possible, now makes possible in turn a trend to lighter colors in clothing. In fact, in the women's wear industry, where we introduced the stain-repeller last fall, such a trend is already under way. They are making white woolen suits, for example, and marketing them as not only high-style, but *practical* as well—and as a result of our stain-repeller. But suppose this catches on—as fashion, I mean: lighter colors as *fashionable*. In this circumstance, what I said before about the good grooming-human laziness equation should be at least doubly meaningful to the drycleaner.

Question: In other words, lighter colors equal more business—and this *because of*, not in spite of, the stain-repeller?

Dr. Bryce: That is the way we see it. And we see more profits coming to

the drycleaner from still a third consequence of our stain-repellent concept in another area.

Question: What is that?

Dr. Bryce: Suede. We feel that our product is opening a more profitable market here for the average drycleaner.

Question: How so?

Dr. Bryce: Well, in the fact, first of all, that suede leather garments treated with our stain-repeller can be dry-cleaned more easily, and can even be steam-pressed! They no longer need special handling, and look at the vistas this opens: suede may now be considered a *practical* material.

Question: What is the secret of this? Can it be told?

Dr. Bryce: Yes. The stain-repeller is applied to suede leather by the tanner during tanning and wet processing of the skins. It largely replaces the fat-liquoring step in this process. In effect, what you get is a finished suede where the stain-repeller has taken over the function of the absent animal fats, or fat liquors, which previously were required to give the suede its pliability. The advantage of this is that the stain-repeller won't dryclean out as fat liquors will, leaving the suede stiff and boardlike. Thus, the stain-repeller does *two* things: helps keep the suede clean; and, when it does need cleaning, makes it possible for it to be cleaned more easily and at reduced cost.

Question: But I have the feeling that there is something contradictory here. You are making a stain-repeller that, ostensibly, should put clothing in *less* need of cleaning, and yet every subject that we have discussed with regard to this treatment has seemed to mean more money in the pockets of drycleaners!

Dr. Bryce: As it should. The crux of the matter is simply that this product opens new avenues of approach to a number of things—I have mentioned good grooming, lighter colors in apparel fabrics, and suede. What the stain-repeller does is to increase potential quantity, potential *volume*, in these areas, with a corresponding increase in potential *profit* to all suppliers and service agencies concerned. And this despite the fact that "Scotchgard" stain-repeller *does* give the individual garment a greatly expanded safeguard against stains.

Also, I haven't mentioned, except by implication, what is obvious: that, by virtually eliminating the *spotting* problem and its costs, the stain-repeller will enable the drycleaner to ren-

der improved service; tend to cut down on complaints by removing one of the major causes of complaints; and will, therefore, in what is perhaps the most beneficial long-range result, promote an increase in the public's confidence in drycleaning.

For example, the National Institute of Drycleaning ran its own tests on two kinds of garments treated with the stain-repeller—suede jackets and sheen gabardine slacks. These were worn—four of the jackets and four pair of slacks—by warehouse personnel for a period of three weeks. Three untreated jackets and accompanying untreated slacks were also utilized in the tests. At the end of the three weeks, the suede jackets were approximately equally stained, but after cleaning the treated suede recovered beautifully, with no noticeable stains and with the skins remaining supple and retaining their shape. The untreated jackets came out of the cleaning still badly stained and as stiff as a board.

So, with the treated slacks: they had relatively little staining and cleaned out beautifully, while the untreated slacks were badly stained and did not completely clean out. The drycleaning process used was of the ordinary type, with no special handling because of the suede garments.

Question: What drycleaning system obtains the *best* results with garments treated with the stain-repeller?

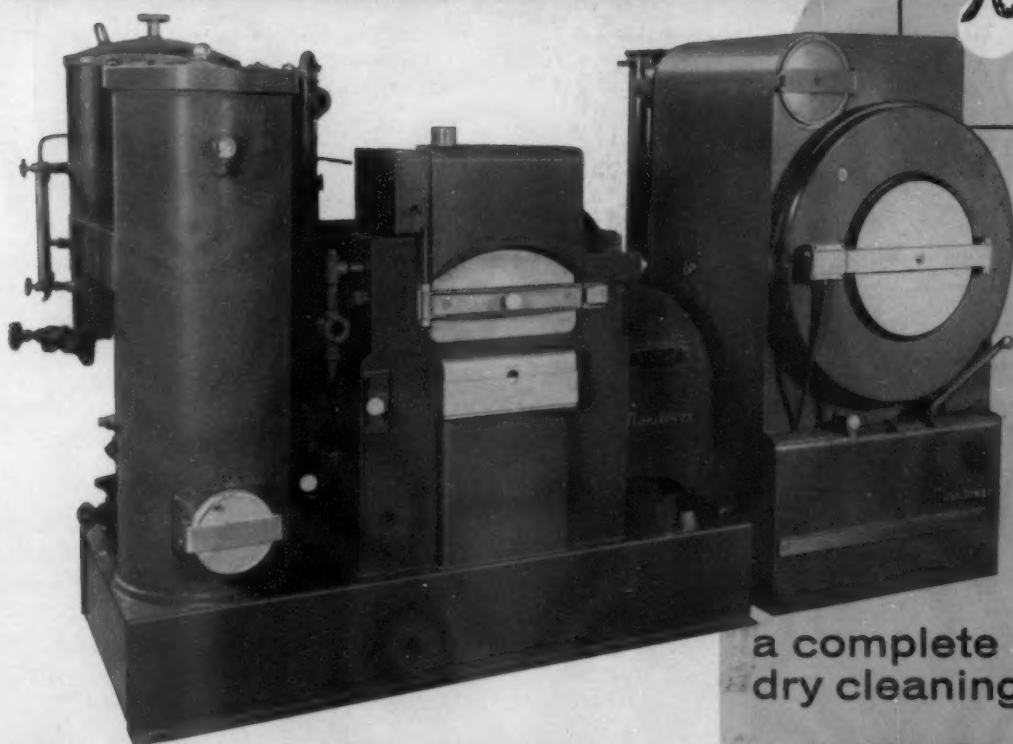
Dr. Bryce: As with *any* drycleaning, best results are obtained with a *clean* system—that is to say, where the solvent is renewed or filtered or distilled regularly. As you are probably aware, soap or detergent residues can reduce the effectiveness of water-repellents. Since the "Scotchgard" stain-repeller repels oily substances, and since soaps and detergents are made from such substances, they have less effect on our product than on others. Consequently, a carefully drycleaned garment made from fabric treated with "Scotchgard" stain-repeller will maintain its water- and oil-repellent character longer and better than garments treated with ordinary water-repellent finishes.

Question: One question more—what about that renewal product that you hope can be applied in the drycleaning shop?

Dr. Bryce: We are as interested, of course, in such a product as the drycleaner is. However, there are many problems waiting to be solved before such a product will be ready. When we have succeeded in overcoming these problems and a process has been developed—as we are sure it *will* be—we will inform the drycleaning industry of the full details. # #

Now! any cleaner can afford
superior Manitowoc quality
with the all-new

MANITOWOC PRIMELINER



Perchlor • Single-Bath • 105 lbs. and over per hour

MANITOWOC ENGINEERING CORP.

Manitowoc, Wisconsin

A subsidiary of the Manitowoc Company, Inc.

a complete
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MANITOWOC PRIMELINER

You can pay more
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No other unit has the exclusive Manitowoc features you'll find in the Primeliner. Here, in one low-priced package, is a complete cleaning system with the deluxe advantages you would expect to find in units costing a great deal more.

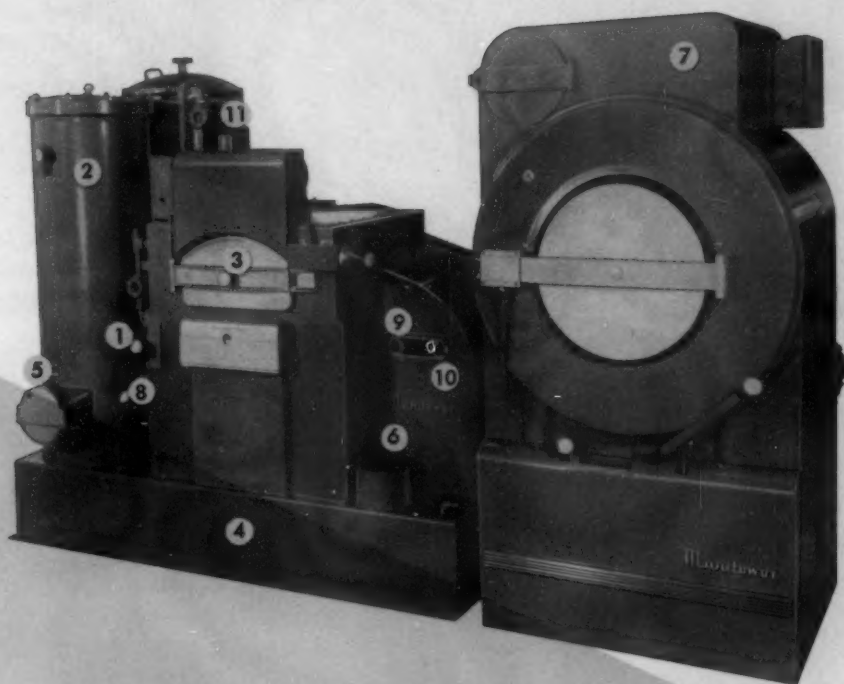
Despite its low cost, the single-bath Primeliner is not a "cheapened" machine, but a full-fledged, quality perchlor cleaning system that will produce over 100 lbs. per hour of beautifully cleaned garments . . . economically and with little maintenance. Every component part has been designed by cleaning experts to give you maximum cleaning efficiency with many years of service. You're assured of getting full value from your equipment investment.

The Manitowoc Primeliner has extremely simple design and is built to handle load after load with minimum attention. Operation is simple, too . . . any employee can run this unit. Handy dual controls allow each cycle to be run to fit the type of load. Fully automatic control is available if desired.

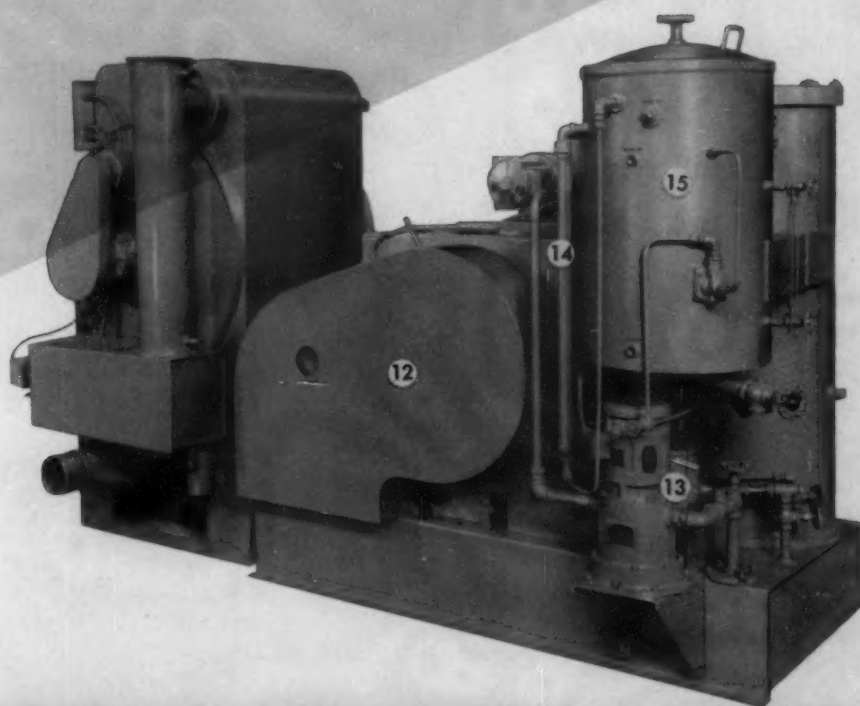
Here at last is a modern perchlor unit that "lowers the boom" on rising costs...lets you get ahead of competition with higher quality. You can pay *more*, but you can't clean *better*!

FINEST FEATURES WITH NO PRICE PREMIUM!

- **DIVIDED WASHER-EXTRACTOR BASKET** perfectly balances the load during operation and provides greater washing efficiency.
- **A DELUXE RECOVERY TUMBLER** operating independently of the washer-extractor assures highly efficient solvent recovery.
- **SINGLE-LEVER BACKWASH** for simple, effective cleaning of the filter . . . reduces the necessity for frequent cleanouts.
- **FREE-FLOW COPPER TUBING** for longest life . . . trouble-free operation. Resistance is low and flow capacity increased.
- **BUILT-IN STORAGE TANK WITH SLUDGE AGITATOR** prevents the build up of layers of sludge . . . assures more complete solvent conditioning.
- **40 GPH "NO-SURGE-OVER" STILL.** Foaming-over and surging-over of contaminated solvent during distillation is banished forever.
- **SMOOTH, SHOCK-PROOF FLUID DRIVE** cushions the electric motor against sudden shocks or overloads — eliminates peak electrical loads — reduces maintenance costs.
- **THE FAMOUS MARLOW CENTRIFUGAL PUMP** assures strong, steady flow throughout the system. A simple, dependable shaft seal completely eliminates leakage.
- **"EXTRA-DRY" MUCK EXTRACTION** . . . proven over 90% effective in reclaiming solvent from filter sludge. Fast, simple operation reduces muck to powder.
- **A HIGHLY EFFICIENT FILTER** with effective stainless steel free-flow plates and easily cleaned filter bags. Manitowoc-Olson tubular filter also available.

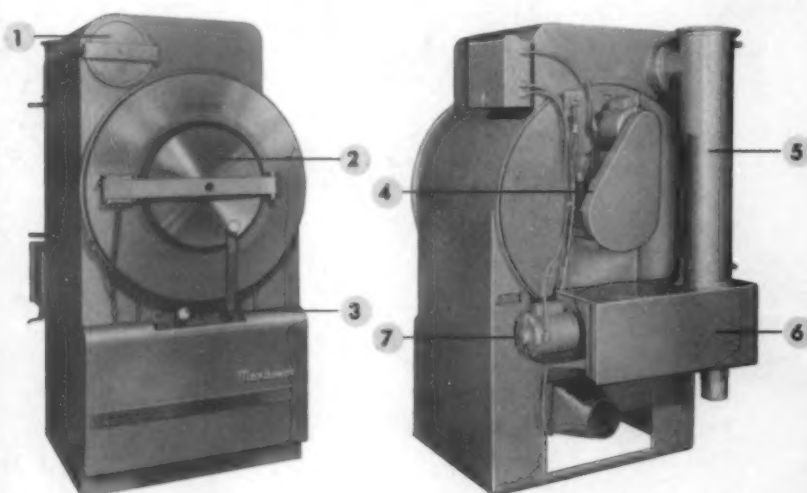


- 1 Handy Dual Control.**
- 2 Big Capacity, Efficient Filter.**
- 3 Large, Self-Aligning Door with Positive Seal.**
- 4 Unitized Solvent Storage Tank.**
- 5 Convenient Filter Sludge Cleanout Door.**
- 6 Glass Port for Easy Solvent Inspection.**
- 7 Manitowoc Super-Speed Recovery Tumbler.**
- 8 Handy Sludge Agitator Controls Bottom Scraper.**
- 9 Wash-Extract Timer . . . Bell Rings at End of Cycle.**
- 10 Dump Timer with Bell Warning.**
- 11 External Vent for Safe Removal of Fumes.**
- 12 Sturdy Safety Shield for Complete Protection.**
- 13 Marlow Self-Priming, Heavy Duty Centrifugal Pump.**
- 14 Free-Flow Copper Piping for Greater Flow Capacity.**
- 15 40GPH (No-Surge-over) Still.**



Super-speed recovery tumbler is a solvent saver

The Primeliner is sold complete with a Manitowoc super-speed recovery tumbler . . . finest perchlor tumbler anywhere. Here are some of the top quality features found in this unit: a big 36" x 30" basket with a huge air-flow volume and low heat requirement . . . you get the best solvent reclamation possible. Greater solvent recovery is feasible because the condenser is built with prime surface copper coils . . . there are no fins to create a lint problem. For greater accessibility the entire unit can be serviced from the rear without breaking a seal and reducing reclaiming efficiency.



1. Handy Lint Clean-Out.
2. Self-Aligning, Spring Loaded, Tru-Seal Door.
3. Heat Control Knob Right Up Front.
4. Silent, Efficient Dodge Torque Arm Direct Drive.
5. "Solvent-Saver" Condenser.
6. Large Volume Blower and Solvent Collector.
7. Heavy Duty 1/2-HP Exhaust Motor.

PRIMELINER specifications

WASHER-EXTRACTOR

Cylinder Size	28" x 20"
Rated Load (Dry)	35-40 lbs.
Compartments	2
Wash Speed	34 RPM
Extractor Speed	590 RPM
Height	73"
Length	76"
Depth*	49"
Tank Capacity	100 Gals.

TUMBLER

Cylinder Size	36" x 30"
Rated Load	35-40 lbs.
Tumbling Speed	34 RPM
Blower Capacity	500 CFM
Steam Required	1 BHP
Height	76"
Length	39"
Depth*	49"

*Can be stripped down to 36"

FILTER

TYPE — CLOTH PLATE

Capacity	1250 GPH
Plates	8

TYPE — TUBULAR

Capacity	1500 or 2000 GPH
----------	------------------

STILL

Capacity	40 GPH
Steam Requirement	2 1/2 BHP

ELECTRICAL

Drive Motors*	
Single Phase	2 HP
Three Phase	1 1/2 HP
Pump Motor	1 HP
Exhaust Motor	1/2 HP
Tumbler Drive	1/4 HP
Tumbler Blower	1/2 HP

*Fluid Drive

The Manitowoc Engineering Corp. reserves the right to make improvements in design and changes in specifications at any time without notice.

MANITOWOC ENGINEERING CORP., Manitowoc, Wisconsin

Please RUSH more facts on the all-new PRIMELINER!

Name.....

Company.....

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City..... Zone..... State.....

Form No. 3-58



Litho in U. S. A.

NEW PRODUCTS AND LITERATURE

Continued from page 11

the desired garment to the front of the office by the shortest route and stop it there. Motor and transmission are automatically reversible.

The conveyor is made in 200-, 300-, 400-, 500-, 600- and 700-bundle sizes, ranging in length from 11 to 36 feet. Motor, transmission and magnetic brake are housed in the same unit, mounted onto the steel frame of the conveyor.

The laundry belt conveyor is 24 inches wide but can be adapted to fit a special need. It will move packages between floors without crushing and needs no attendant. Reversible equipment is optional. If used for an up-and-down operation, the conveyor requires a 28-inch floor opening; maximum elevation per foot is 36 degrees.

For more information write to The Speed Check Co., 542 Courtland St., N. E., Atlanta 8, Ga.

Time Savers Equipment



Time Savers, Inc., has added three new Carry-All trucks to its line of shirt handling and shirt sorting equipment. The B-42 holds 60 shirts, the B-44 accommodates 120 shirts and the B-510 (illustrated) holds 160 shirts. Made of heavy-gauge rod with a special non-tarnish finish and mounted on neoprene swivel casters, each unit has removable shelves and gates, which close to permit stacking at the unit and prevent spilling during transportation.

Time Savers has also released instruction sheets for inserting the new La-down Staiz, the collar support designed for the lay-down collar. Illustrations and directions for inserting the support while the shirt is on either a table or metal leaf are included.

For information on the Carry-All trucks and a copy of the

Snow White Sanitone Bag



Because of the success of its Zorro play bags, Sanitone will again tie in with Walt Disney by offering a Snow White costume play bag. The new promotion will be sparked by the re-release of the Disney movie classic, "Snow White and the Seven Dwarfs," in more than 8,000 theaters throughout the country.

The current Zorro TV Show which is carried over the ABC television network is said to draw over 33 million viewers.

Complete merchandising kits have been sent to all Sanitone licensees. The kits contain samples of the Zorro play bag and the new Snow White model. Four newspaper mats (one illustrated), radio copy and window streamers are also furnished.

For complete information write to Sanitone Division, Emery Industries, Inc., 4200 Carew Tower, Cincinnati 2, Ohio.

Pennsalt Spotting Chart

Information on what spotters to use and how to use them is contained in a new, simplified spotting chart from Pennsalt.

Continued on page 96

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



INCREASE YOUR PROFITS WITH THIS
WATER REPELLENT — FABRIC RE-TEXTURER

BUCKEYE RE-VI LIQUID-TYPE

GIVES NEW PROTECTIVE FINISH TO ALL FABRICS!

Formals • Slipcovers • Neckties • Snow Suits
Draperies • Coats • Many others

Build yourself a profitable new source of income with Buckeye Re-Vi . . . without additional labor or finishing costs! It's a great way to protect fabrics against soil and moisture. Actually revitalizes fabrics to make them last longer and hold a press better!

LOOK FOR THE NAME BUCKEYE

Contact your nearest jobber for information about this and other Buckeye products.



Producers of Quality Products for the Dry Cleaning Industry Since 1844

SPOTTING MADE EASY



Two things to remember when applying general formula: it bleeds acetate dyes, and it should always be flushed thoroughly from the fabric

PART III

Common Spotting Agents

By CORT ANTONSON

THE SPOTTING DEPARTMENT came of age as the result of two developments—the introduction of a new fiber, cellulose acetate rayon, and the growth of the National Institute of Drycleaning.

At the period when the Institute was still in its infancy, sound technical information was quite meager in all phases of drycleaning. Each spotter had his own "magic" formula, kept a closely guarded secret.

But on the new fiber the spotter found that his "magic" often failed to work, resulting in serious garment damage. In self-protection he had to turn to a free exchange of information on spotting agents and techniques. At the same time the Institute was developing its technical services, including its study and dissemination of safe methods of spotting cellulose acetate.

In the age of "hidden magic," bottles containing spotting agents were unmarked. It was even common practice for the spotter to cup his hand over the spot on which he was working to further conceal his procedure. And today we are still suffering from the fact that spotting solutions are contained in every variety of bottle, many of them unmarked.

Since the introduction of acetate there have not been great changes or

new developments in the spotting agents we use.

The spotting agents we commonly use number approximately ten. Part I of this series included a sketch showing how these agents were to be placed on the board. Now, let's begin to see why they are there.

Neutral lubricant or synthetic detergent is a wet-side lubricating agent. Of all the wet-side spotting agents on the board, this one probably does the most for us. Not only does it provide lubrication in removing water-soluble stains but it also has great penetration properties. It sometimes is referred to as a wetting agent.

This property can be illustrated very simply by placing a drop of water on a blotter or on a piece of fabric. After a few moments the water will penetrate into the blotter or the fabric. But if a neutral lubricant is added to the water, the penetration becomes almost immediate. It is this property that helps considerably in stain removal.

Another asset of this neutral lubricant is the fact that it can be used on the acid side or on the alkaline side without losing any of its own properties. This means that if a dyestuff bleeds on the alkaline side, we can still use this neutral lubricant and

hold the dye from bleeding by adding an acid directly to the neutral lubricant. Thus, wool fabrics whose dyes bleed to alkaline soaps can now be washed with a neutral lubricant to which has been added an acid such as acetic acid, without any danger of the dye bleeding.

Neutral lubricant (synthetic detergent) is also used in various spotting formulas. It is quite common to see bottles on the spotting board labeled "Tannin Formula" or "Protein Formula." Further investigation of these formulas will reveal that the tannin formula is merely a neutral lubricant and a general formula mixed usually in equal proportions. The protein formula is the same neutral lubricant to which some ammonia has been added. These special formulas have not been included on our board because we have the necessary components (neutral lubricant, ammonia, general formula) available when needed.

Neutral lubricant should be kept undiluted in a spotting bottle on the board. When it is used on a spot very little is required since it is highly concentrated. Furthermore, since it is neutral it is not necessary to completely rinse it from the fabric. Also because it is neutral (neither acid nor alkaline), it does not cause bleeding of dyestuff. Occasionally its penetration property will cause slight bleeding but next to plain water it probably causes the least difficulty. Therefore, from the standpoint of the beginner it can be seen that he can do much in wet-side stain removal with a minimum of risk by using a neutral lubricant.

This neutral lubricant is used as a second step after water has been applied. It might be pointed out here that any spotting procedure should always progress from the simplest to the more complex or more extreme measure. In this chain of events a neutral lubricant follows the use of plain water in any wet-side spotting procedure.

Ammonia is our most important alkaline spotting agent. Actually ammonia is a gas that is contained in water, making it alkaline. While there are other alkalis that can be added to water to make it alkaline, the great value of ammonia lies in the fact that when it has volatilized or vaporized itself from the water it leaves both the water and the fabric to which it has been applied in a neutral state. This is most important and should be remembered.

After an area of a garment has
Continued on page 60

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**Pennsalt
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ESTABLISHED 1850

Continued from page 58
been spotted it should be rinsed or in some way neutralized so that the fabric itself is neither acid nor alkaline. This is most often accomplished by flushing the spotted area well with either the steam gun or a water spray gun.

Ammonia is used in the removal of blood and albumin stains. In removing such stains it follows directly the use of water and then neutral lubricant. It also is valuable in its action on some fats and oils, known as "saponification." Another use of ammonia is to neutralize any acid-type spotting agents that have been used or in instances where a color change has taken place from an acid condition. Such color changes often occur from perspiration underneath the arms of dresses or at the waist and back areas.

Ammonia bleeds the dyes used on wool because they are acid dyes. Therefore, whenever you are using ammonia on a woolen garment you must be watchful for any severe bleeding. Wool garments can usually stand some slight loss of color without it being apparent but any severe bleeding might very well show as a light area.

Just as in the case of most chemicals, heat speeds up the action of ammonia. Therefore, the use of ammonia with the steam gun will more quickly cause a bleeding of acid dyes. When such bleeding occurs it can be stopped by neutralizing the area with an acid solution such as 28 percent acetic.

28 percent acetic acid: This acid is sold either as glacial acetic acid (99 percent) or in a 56 percent concentration. If glacial acetic acid is bought, 28 cc. added to 72 cc. of water will give a 28 percent concentration. More commonly it is sold at 56 percent concentration, since it merely requires using an equal volume of water with the 56 percent acetic to arrive at 28 percent.

Concentrations of acetic acid greater than 28 percent will damage acetate and Dynel fibers.

Like ammonia, 28 percent acetic acid has the property of volatilizing, leaving the fabric neutral. Just as ammonia is used to neutralize an acid condition, so 28 percent acetic acid can be used to neutralize an alkaline condition.

Alkalies also cause color changes. These can be restored by the application of an acid such as 28 percent acetic acid.

This acid also is commonly used to reduce yellow stains caused by tannin compounds and caramelized sugars—including tea, coffee, fruit juices, soft

drinks, beer. In spotting these stains, 28 percent acetic acid is usually used after water and neutral lubricant have first been applied and used to their fullest effect.

General formula: Because this is such a commonly used spotting agent, it would be advisable to know what is in it so we can better appreciate why it must be handled with some caution. The ingredients used in this formula are as follows: $\frac{1}{2}$ part glacial acetic acid, 1 part methanol, $\frac{1}{2}$ part oxalic acid crystals, 1 part lactic acid, 1 part amyl acetate. In addition butyl alcohol is used as a co-solvent.

It is not recommended that you mix your own general formula. It would not pay in comparison to what it costs you to buy it from one of the chemical houses. But from these ingredients it can quickly be seen that it is an acid-type spotting agent. Furthermore, it contains oxalic acid which is not volatile. This means that *general formula should be rinsed from the fabric very thoroughly.*

You will also notice that the formula contains alcohol. When we realize that acetate dyes bleed very profusely in alcohol and in acid solutions, it is hardly any wonder that we sometimes pull color from acetate fabrics by using this formula, particularly when it is used in conjunction with the heat of the steam gun. On the other hand, we can see that because acids set acid dyes used on wool, using general formula on wool fabrics need cause no concern. But because it tends to bleed acetate dyes, general formula is often used half-and-half with a neutral lubricant, which amounts to the tannin formula commonly seen on many boards.

While it is a good spotting agent for wet inks, yellow stains commonly referred to as tannin stains, some dye stains, berry stains, etc., we must keep in mind that (1) *it bleeds acetate dyes*, and (2) *it should always be flushed thoroughly from the fabric.* If it is not, we may very well cause acid fading on fabrics containing acetate fiber because the oxalic acid, being nonvolatile, will keep the fabric in an acid condition. If acetate dyestuff is allowed to remain in an acid condition over a period of time fading will take place, commonly referred to as "acid fading." Should you at any time cause a color change by the use of general formula, flush the area well with water and then neutralize any remaining acidity by applying some ammonia to the area.

When general formula is used in a spotting procedure it usually comes third in line, following water and neutral lubricant.

Wet spotter: The original type of wet spotter contained 6 parts castile soap, 1 part chloroform, 1 part acetone and 1 part methanol. Its purpose was to remove paint, lacquer, etc., on the wet side. This meant that such spot removal could be done without recleaning the garment.

Today such spotting agents are often referred to as wet-and-dry-type paint removers. Their value remains in their ability to remove small paint spots or a heavy grease or tar on the wet side.

However, it can readily be seen that a spotting agent such as this can quickly cause color loss on acetate fabrics in much the same manner as general formula. Any use of it in removing paint, etc., on the wet side had better be confined to wool fabrics. There is much less likelihood of pulling color on acetates if you remove paint strictly on the dry side, using volatile and oily-type paint removers and resorting to recleaning in the dry-cleaning washer.

Another spotting agent, usually blue in color, is often referred to as a wet spotter. This type of wet spotter contains a good deal of ammonia in its formula. It has some value in removing the remains of heavy grease, tar, gutter splash, and is more commonly used on the wetcleaning table.

Rust removers: This spotting agent is sold under various trade names. It actually is a strong acid—hydrofluoric acid. This acid not only reacts on metals but it also dissolves glass. Hence it is sold in either plastic or rubber bottles.

Rust remover must not be allowed to come in contact with the glass top of the spotting board. If it does there will soon be a black mark in the white glass. Be sure either to use it on the Monel part of the board or to place a towel under the fabric.

Be careful not to allow this acid to come in contact with your skin. If it should by accident, rinse your hands thoroughly with water; an alkaline soap will also tend to neutralize any remaining traces. Severe burning can occur if this acid gets underneath the fingernail—many spotters have not forgotten this experience. *Handle it therefore with some caution.* Above all, do not leave it where children might get hold of it.

These rust removers when applied to a rust stain will immediately remove it. If not, you can feel quite confident that the stain is not rust. Of course some kinds of metal corrosion cannot be removed by rust removers.

Rust removers cannot be used on glass fabric or weighted silk. The reason for this should be quite obvious

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—their reaction on glass and metals that are used in weighting silk fiber.

Digesters: This spotting agent has been pretty well covered in Part 2. It might again be pointed out that digesters are actually enzymes that are used to convert an insoluble substance into a soluble substance. They merely convert the stain from one state to another so that it can be removed.

The action of such digesters requires that they (1) be kept wet, (2) be kept warm (100 to 120°F), (3) are neutral, and (4) are given time (at least 15 minutes).

Recently a procedure using digesters has incorporated the wet lubricant glycerine into a solution of digester and water. This solution is then sprayed on the stain, allowed to remain wet for a period of at least 15 minutes. The garment is then introduced into the charged drycleaning washer and recleaned. The action of the solvent, detergent, moisture, digester and wet lubricant seems to be effective on many stains.

Spray spotter: Many years ago spray tanks were very popular. They were used to first apply water or an emulsion to the stains, followed by spraying with a solution commonly referred to as leveling solution. This leveling solution acted as a "go-between" between the water or wet solution first used and the dry solvent in the washer. This made rinsing of such wet areas and the absorption of the moisture into the dry solvent system possible. Then it seemed that these spray tanks were being used less and less, with many of them put in storage.

Today, with the advent of the charged systems, these spray tanks and the spray spotters used in them have again come into their own. Such spray tanks have become almost standard equipment, usually installed close to the drycleaning washer. The spray spotters used in them seem to have great penetration properties. This fact, as well as other components contained in them, makes it possible to spray down heavily soiled areas either before or after cleaning. When such garments are cleaned, the water-soluble-soil removal in these spray-spotted areas is greatly increased.

Many spotters, both highly trained and beginners, have told me of the remarkable results obtained not only on ground-in soil areas but also in treating blood stains and many others. Certainly, for the beginner the spray tank and its spray spotter can do much.

Many plants find that quickly spray-spotting the dress board before cleaning means a much higher per-

centage of pass-ups. Such areas as the collars of dresses and shirts, the cuffs of shirts, the underarm areas of dresses very often justify a quick spray of a spray spotting solution. Such prespotting is much easier for the neophyte because there need be no concern for feathering out without ringing as there is in spotting procedures after the garment has been cleaned.

Spray spotters are usually neutral and will not bleed dyes any more than will water. Some spotters add a little acetic acid and some salt to the spray-spotting solution when spray-spotting cotton car coats. This tends to minimize the chances of bleeding dye from the wool felt innerlinings.

Paint removers: These spotting agents, as the name indicates, are used in the removal of paint. But they also have other uses. They are of value in prespotting such stains as heavy grease, tar, oil, ball-point inks, printer's ink and many others.

Primarily, paint removers are of two types—a volatile type and an oily type. Sometimes a third paint remover is referred to as a wet-and-dry-type paint remover.

The volatile-type paint remover is sometimes referred to as "safe chloroform." This is a carryover from the old days when chloroform was used in such formulas. The volatile-type paint remover is a quick-acting dry solvent for use in removing dry-side stains such as those mentioned above. It works by solvent action in dissolving such stains and putting them into solution.

For the most part, the paint removers are chiefly used in the drycleaning room or on prespotting boards. However, we occasionally have use for the volatile-type paint remover in removing pickup soil, thus saving the garment from being recleaned. Also, we find some dry-side stains still remaining after drycleaning which require spotting with a quick-acting solvent such as the volatile-type paint remover. After its use the garment is recleaned.

Oily-type paint remover: Paint, grease, oil and other stains of this type are much more difficult to remove after the garment has been drycleaned. This is due to the action of the heat in deodorization and the fact that the oil present in the stain itself has been removed. Such oils are actually of assistance in removing the stain. We have use for the oily-type paint remover in prespotting the dry-side stain, but more particularly we use it in spotting these stains after they have gone through drycleaning.

In this instance we must try to relubricate the stain, thus aiding in its removal.

Both the oily-type and the volatile-type paint removers are used together. In other words, we lubricate with one and dissolve with the other. This is not to say that the oily-type paint remover does not have some solvent action in itself but it is primarily intended to lubricate. In conjunction with lubrication, then, the volatile-type paint remover is used to put into solution the stain that has been lubricated.

It stands to reason that if the stain is attacked before drycleaning, the volatile-type paint remover might be used first. On the other hand, if the stain is spotted after drycleaning it would be well to work with the oily type first for the purpose of relubricating the stain.

Spotters sometimes use the oily-type paint remover in conjunction with the steam gun. Because of co-solvents present in these formulas this can be done, but there is much greater chance for color loss. It is more advisable to use these spotting agents on the dry side as intended.

Moisture emulsions: An emulsion is made up of fine droplets of water that are suspended in a dry solution. There are commercial products such as the wet-and-dry-type paint remover to which water can be added to form such emulsions. Very often they are 33½ percent moisture emulsions made up of one part of the paint remover, one part of solvent and one part of water. In other instances one part of the paint remover and one part of water give a 50 percent moisture emulsion.

Such moisture emulsions have use where we wish to spot an area containing heavily ground-in water-soluble soil. Because of sizing present in the fabric we may not wish to use the 100 percent moisture solution in the spray tank but prefer to use a smaller amount. Then it may be to our advantage to have a moisture emulsion available, giving us a lower percentage of moisture which might very well be adequate for the job.

In some cases prespotters are formulated in such a manner that water can be added to them, going into solution with the formula and thus raising its moisture content. These are true solutions instead of emulsions and are probably less likely to cause a disturbance of sizing than is the moisture emulsion.

Succeeding articles will discuss bleaches, dyes and fabrics. Following this we will move into specific spotting procedures. # #



When customers send **HALF** a suit *dirty solvent shows up!*

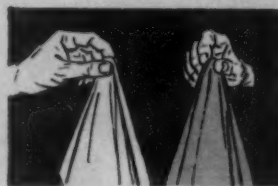
You're bound to get beefs when a skirt that is supposed to have been "cleaned" comes back looking dingy and darker in color than a jacket that stayed home. It's a sure sign that you're using dirty solvent.

It's a sure sign, too, that you'd better switch to daily use of DARCO® activated carbon. A dose of DARCO in the morning sweeps bleeding dyes, soil and odors from your bath—puts your solvent in shape to give top quality cleaning all day.

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Check Points for Air Compressor Maintenance

By JOSEPH C. McCABE

MAINTENANCE, properly carried out, has as its goal the continuance of efficient operation. In the case of air compressors it means replacing worn parts, tightening moving elements, removing miscellaneous debris and dirt that affect the machine's action.

But usually maintenance in the dry-cleaning plant is of an emergency nature. It is aimed at getting a broken-down compressor back on the line or bolstering the efficiency of a failing unit. So the maintenance check points we are about to cite are more in the nature of trouble-shooting assists.

One of the simplest and most effective ways to increase compressor efficiency is to decrease air contamination. The compressor intake should preferably be outside the building, on the coolest side. Because this cool outside air is more dense than indoor air, a greater quantity of air will be delivered to the compressor. For example, if the outside air temperature averages 40°F and the indoor temperature is 70°F, only 943 cubic feet of outdoor air will be needed to deliver the same weight as 1,000 cubic feet of indoor air—a direct saving of nearly 6 percent.

Care must be taken, however, to avoid locating the intake near steam or air exhaust vents, which would add moisture to the air. The location should also be free of fine industrial dusts or pigments or any other source of contamination.

If the receiver is the vertical type (Fig. 1), air should enter at the top, so that moisture can fall directly to the bottom, where it will collect. The outlet from the receiver should be in

the shell, near the top. A drain must be installed in the bottom of the receiver, and should be opened daily to remove all accumulated water.

If automatic drainage is desired, an automatic trap can be used—preferably of the inverted bucket type. A similar arrangement should be used with horizontal receivers. The entrance should be at the head; the outlet should be in the shell, on the top side near the head. A bottom drain is also required.

Air lines must be large enough to handle demands from machines and services without excessive pressure drop (see Table I). These lines should be slightly pitched so that any moisture that condenses will flow in the same direction as the compressed air. At the end of the line, or at a low point in the line, a drop leg should be installed to collect condensate. Either a hand valve or an automatic trap can be used to drain this leg.

Service lines for services should be taken from the top of the main. Although this arrangement usually requires the use of two elbows, it will guarantee that air taken from the main will be dry. Any condensate in the main will flow by on the bottom. Use a check valve wherever there is any chance of liquid backing into the system from other sources, as in air-purging systems.

To remove any remaining water from the air before use, a moisture separator (Fig. 2) is usually installed in the service line immediately ahead of the point of use. The air will then be practically dry.

Completely dry air can be obtained

TABLE I

Pipe diameter (in inches) required to pass a given amount of air at 100-lb. gauge pressure with less than 1 lb. drop in pressure

Cu. Ft. Free Air Per Min.	Length of Pipe in Feet					
	50	100	200	300	400	500
20	3/4	3/4	3/4	1	1	1
40	3/4	1	1	1 1/4	1 1/4	1 1/4
60	1	1	1 1/4	1 1/4	1 1/4	1 1/2
80	1	1 1/4	1 1/4	1 1/2	1 1/2	1 1/2
100	1 1/4	1 1/4	1 1/2	1 1/2	2	2
125	1 1/4	1 1/2	1 1/2	2	2	2

by reducing the dew point of the air. An aftercooler (Figs. 3 and 4) can be used for such dewpoint reduction. It consists of a nest of tubes in a shell. Compressed air is passed through the tubes and cold water is circulated over and around them. Aftercoolers may be mounted either vertically or horizontally for best space utilization or simplest piping.

Water flows through the aftercooler in a direction counter to the air flow, so that the water inlet is at the air-discharge end of the cooler. Automatic valves may be used to control the water flow.

Discharge water from the aftercooler can then be used for compressor cooling. This slightly cooled water is better for this service than extremely cold water. But these devices are employed only on the large-capacity air compressors and not on the air-cooled designs mostly found in the drycleaning plant.

For the smaller, air-cooled design

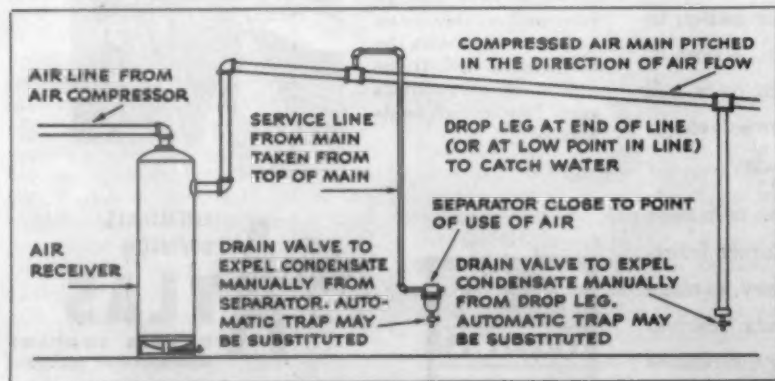


Fig. 1. Air compressor with vertical-type receiver

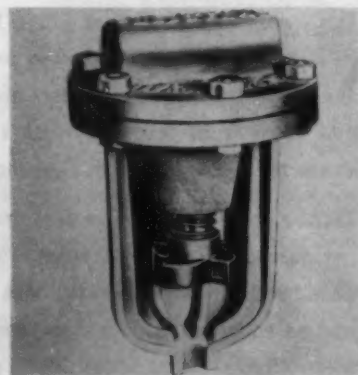


Fig. 2. Moisture separator

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Starting in July and continuing throughout all of '58 NATIONAL CLEANER & DYER will present a month-by-month *action program* covering every phase of the drycleaning operation. It will be called “DO IT NOW . . . FOR PROGRESS AND PROFIT.”

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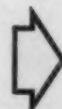
Using each chapter of “DO IT NOW . . .” will be like bringing a top management consultant into the plant—at no fee—to inspect, rate and recommend. With it, you can be your own expert in double-checking the economy, efficiency, completeness and profit in every step you take to run the business. Each chapter will include

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Because it's in "Packaging and Delivery," depending on how they're handled, that most customers decide to take their business elsewhere or come back for more, Chapter One in "DO IT NOW . . ." will cover the subject. With it, you'll find out

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pearance . . . and much, much more

IN FUTURE CHAPTERS, YOU'LL FIND OUT AS MUCH ABOUT

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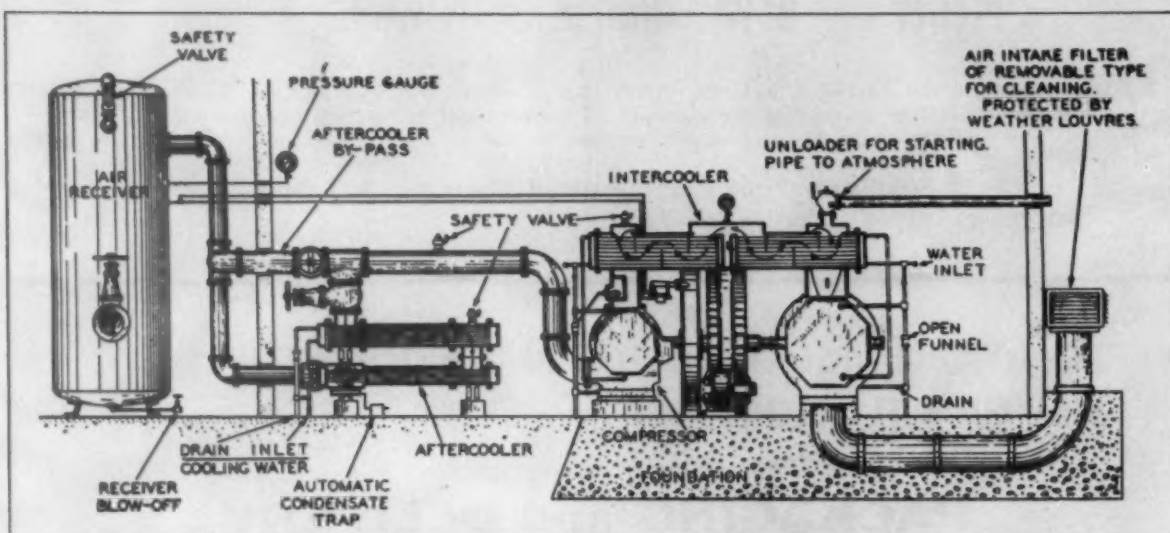


Fig. 3. Note inter- and aftercoolers which remove moisture, lower temperature to permit more compression

any water carried through the receiver can be removed by a moisture separator (Fig. 2). The type illustrated consists of a cylindrical chamber into which the air flows tangentially, producing a swirling motion. The drops of water, which are heavier than air, are thrown to the walls of the chamber. From here they run down into the drain at the bottom of the separator, where they are expelled automatically by a trap, or manually by a valve. The air flows tangentially, producing a swirling motion. The drops of water, which are heavier than air, are thrown to the walls of the chamber.

From here they run down into the drain at the bottom of the separator, where they are expelled automatically by a trap, or manually by a valve. The air flows through a filter made of porous

material which permits the passage of air but prevents the passage of water and oil.

It is good practice to place the device in the line from the air receiver. When this is done, much of the moisture will first drop out in the receiver, leaving less work for the separator. The result will be drier air.

The following tabulation gives symptoms and possible causes of trouble. This listing is for air-cooled compressors only.

Pressure Too Low

1. Excessive leakage in air lines, fittings, valves
2. Worn pistons and rings
3. Demand greater than unit capacity
4. Wrong speed

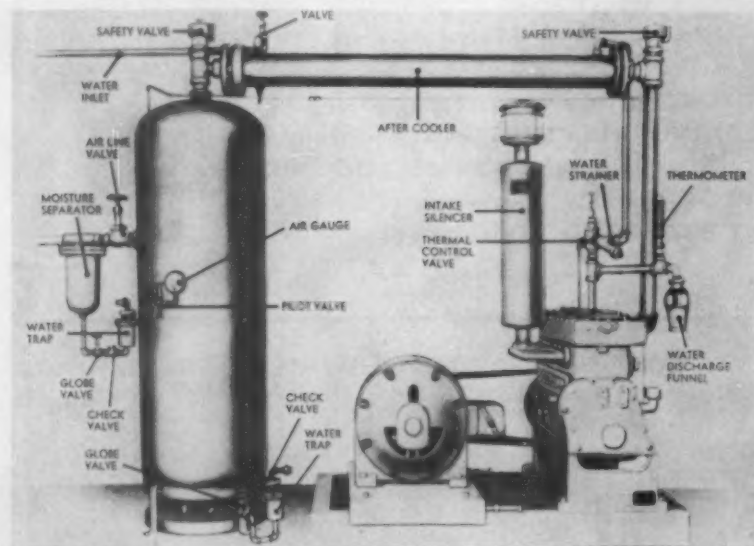


Fig. 4. Compressor arrangement plus auxiliaries to effect good performance

Compressor Overloads Motor

1. Restricted discharge line
2. Insufficient lube oil
3. Control line leak
4. Defective switch, or trigger valve for too high a cut-out
5. Belt too tight
6. Compressor or motor binding
7. Electrical-power characteristics incorrect
8. Voltage too low
9. Discharge pressure too high
10. Wrong speed

Insufficient Capacity

1. Suction line blocked, dirty filter
2. Suction valve unloaders stuck in unloaded position
3. Excessive leakage in air lines, fittings, valves
4. Leaking intercooler
5. Valves not installed right
6. Strips missing from valves, or broken
7. Worn piston and rings
8. Blown cylinder-head gasket
9. Belt slipping
10. Demand exceeds unit capacity
11. Discharge pressure higher than rating

Compressor Overheats

1. Suction line blocked, dirty filter
2. Insufficient lube oil
3. While running loaded: Broken or leaking h-p suction-valve strip, h-p unloader stuck in unloaded position, blown h-p suction valve seat
4. Control line leak
5. Valves not installed right
6. Strips missing from valves, or broken
7. Wrong speed
8. Wrong direction of rotation

Continued on page 88

MORE WASHEX *Tube Filter* MORE

MORE FILTERING AREA

...YET

LESS FLOOR SPACE

... WASHEX Tube Filters are square for many good reasons, such as:

- The square shell accommodates more tubes (12% more) than some round filters of the same rating. More filtering area means lower operating pressures.
- Square filters permit better grouping with other equipment in less floor space and simplify piping.

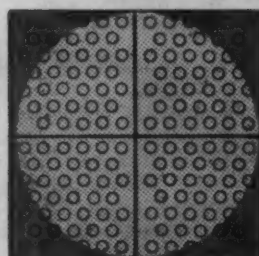


Illustration shows how square shape of WASHEX Tube Filter obtains more filtering area over round filters.

AUTOMATIC SLUDGE SCRAPER

SEND FOR THE NEW
WASHEX TUBE FILTER
CATALOG TODAY!

Other advanced features that assure efficient operation:

- Self-venting to eliminate the need for periodic opening of vent during daily operation.
- Tubes of open-mesh filter screen virtually eliminate clogging, avert costly shut-downs even after years of operation.
- Single operating valve for simplified backwashing to remove filter cake from tubes. Tubes can also be cleaned by built-in air agitator.
- Automatic sludge scraper eliminates laborious hand-cranking and assures removal of solid muck without excess solvent loss.

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Automation's Place in Drycleaning*

*Special research project spells out
near-future and long-range possibilities*

By GERALD L. SCOTT

Midwest Research Institute

AS ONE STEP in its long-range planning, your National Institute of Drycleaning retained the Midwest Research Institute to conduct an engineering study and determine the feasibility of applying automation techniques to present drycleaning processes. We were also asked to recommend an approach to this problem which might result in eventual automation of drycleaning.

The first phase of the study was to acquire background knowledge of the industry and its problems. From a plant and equipment standpoint, the following areas were viewed:

1. The drycleaning plants.
2. The equipment used.
3. The processing techniques involved.
4. The existing extent or level of mechanization.
5. Major operating problems.
6. Industry sales, wages and prices.

The consumer market, or your customers, provided still another perspective and involved:

1. Population and purchasing power trends.
2. Trends in living and purchasing habits.
3. Effects of a shorter work week.

The garments you service and maintain permitted examination of your industry from a raw material standpoint, and the following factors were considered:

1. Trends in fiber consumption, production and prices.
2. Spot-resistant textile finishes.
3. Permanent no-iron or wash-and-wear finishes.
4. Trends in garment style.

Nature of automation

The major distinction between automation, mechanization or manual effort is the degree of control exercised by human beings over the process under control. Manual effort requires

complete human control and automation requires essentially no human control. To accomplish any useful work requires that three elements must be present:

1. Something to work with.
2. Something to do the work.
3. Something to decide what work is to be done.

The "something to work with" element of our system is the simplest to provide. The tools we use are generally extensions or special attachments to our physical extremities. Their functional nature greatly simplifies development problems.

The power element or "something to do the work" has also been satisfactorily reduced to practice. Steps in the evolution of the power element have involved human power, animal power, steam power, internal combustion engines, electrical power and, more recently, nuclear power.

By far the most important and difficult function to accomplish is the control element. In our elementary system, this is the "something which decides what work is to be done." It has taken considerably longer to displace humans from this function, and, in fact, much research and development work is still required before this can become a reality, even technically. To accomplish complete control of a system requires that:

1. Its characteristics be reduced to a series of regular predictable relationships.
2. Provision be made to correct for errors or changes in process which will affect the final product.

Automation represents an integration of these three basic elements of work. This results in a machine or process which is self-powered, self-controlled and self-correcting. Man, through observation of his own actions, has learned how to provide a control system with this self-correcting ability. This principle is called feedback. When we pick up a pencil,

light a cigarette or reach for a car door handle, the signal the eye sends to the brain is a feedback signal. It is simply a method of continuously measuring the actual performance of a process under control, comparing this with the desired performance and making proper corrections when errors arrive.

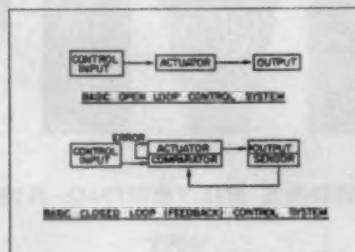


FIGURE 1

Fig. 1 shows a block diagram of an open-loop control system, so called because it does not in itself possess a feedback loop to close the system. Typical applications of this type of control are found in cam-operated machines, such as automobile engines and traffic-signal controllers.

The first block on the left represents the device that decides what work is to be done. The center block represents the machine itself and/or the device which activates the machine under control and is the mechanism which actually does the work. The block on the extreme right represents the actual work accomplished by the machine or system under control.

With this type of control system, it can be seen at once that the left hand does not know what the right hand is doing, so to speak, or the device accomplishing the control function has no knowledge of what the machine is actually producing.

The lower half of the figure shows a block diagram of a basic closed-loop control system. This control system is identical to the first with one important addition. The output of the system is checked by a sensor. This sen-

* From a talk at the Forty-ninth Annual Convention of the National Institute of Drycleaning, January 16, 1958, Miami, Florida.

OLSON the filter you clean without dismantling!

In 1 to 3 minutes the special Olson filter screens are completely cleaned—automatically!

Just set operating levers to backwash position and start the pump.

Pump forces liquid back through tubes (from the inside out),

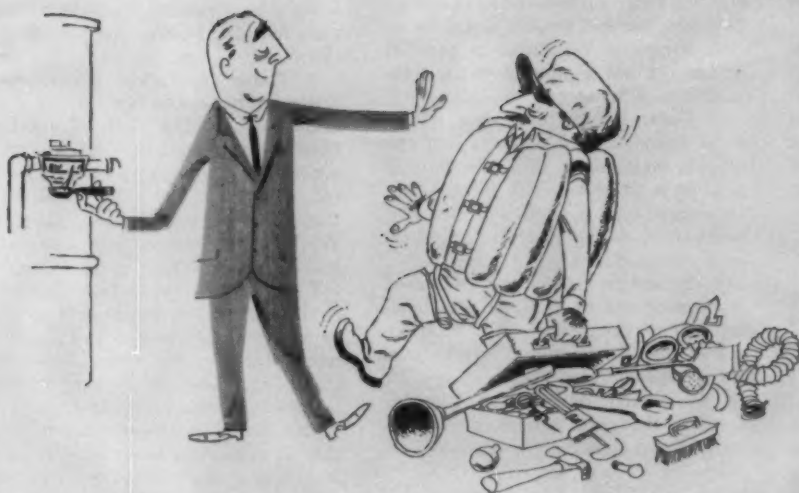
knocks off dirty filter cake and allows it to settle to the cone of the filter. If sludge packs or hardens and cannot be removed by

gravity or normal pressures, a specially designed agitator completely dislodges and breaks down caked or solid dirt for easy removal.

Complete cleaning process can be done without dismantling the filter—saves hours of messy, time-consuming work.

Olson Superflow tubular filters available in 7 different sizes.

Write today for free illustrated booklet containing full details including engineering data and specifications.



OLSON FILTRATION ENGINEERS

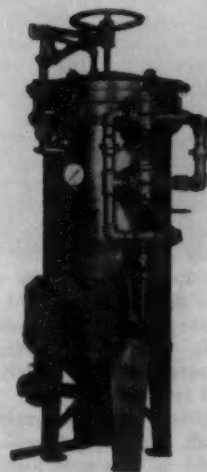
Division of The American Laundry Machinery Company

CINCINNATI 12, OHIO

FILTERS — STILLS



ALM-OL-2



sor sends a feedback signal to a comparator which compares the actual output of the system against the desired output.

If an error exists, the actuator makes the necessary corrections, thereby bringing the actual output into coincidence with the desired output. To be technically correct, then, the only control system which can be referred to as automatic is one possessing this feedback or self-correcting feature.

The term "automation" should be reserved for applications utilizing closed-loop control, thereby providing a self-powered, self-controlled, self-correcting system. Mechanization normally implies the use of open-loop control, resulting in a self-powered but externally controlled system.

In a conventional production process, either manual or mechanized, points of discontinuity are bridged by the presence of human beings. They are often called upon to transport material from one point to another, change worn parts or make adjustments to compensate for variations in product.

It is not economically feasible or even technically possible to develop automated processes which will possess the degree of flexibility provided by human-controlled processes. We must, therefore, impose limitations on automated systems. Two of the more general are:

1. The processes should be continuous in nature.

2. Products handled should be basically similar and not subject to design variations.

The interdependent nature of a process being "considered for automation" requires that it be analyzed from a systems standpoint. This, in its broadest sense, is a method of finding the most economical, efficient and reliable way of accomplishing a given task.

Systems analysis provides an overall picture of the complete process. It presents the opportunity for a complete, fresh approach. The object is to combine, eliminate, modify or fundamentally change the process in order to reduce it to its simplest form. The most effective and reliable automatic processes are evolved from basically simple production operations integrated with properly applied control systems.

Often interesting side benefits can result from a systems approach to a problem. The main justification for resorting to automation is to improve productivity. The actual reason for the low efficiency with present methods may not readily be apparent. With the

fresh thinking required to reduce the process to a form suitable for automation may come a novel, less costly answer to the problem. I personally feel it is this by-product of automation which will be the most useful in many cases.

Automation is perhaps the ultimate approach to productivity improvement. If we can accomplish a respectable percentage of this improvement with considerably less investment, we cannot afford to be too narrow-minded in our thinking.

To round out our picture and permit an objective appraisal of the pros and cons of automation as applied to drycleaning, the following factors should also be considered:

1. Automated processes cannot effectively adapt themselves to fluctuations in production volume. People may be added or subtracted from an operation to suit wide work-load fluctuations. Automated processes have a very narrow range within which production volume can vary and still result in economical operation. In general, the more mechanized an operation becomes, the less flexible it will be.

2. Frequent variations in product design are not compatible with automation requirements.

3. Control and processing equipment becomes very complex and unreliable when more than one type of product is to be handled. If variations are minor; e.g., a man's suit coat and overcoat of similar material, they may be accommodated.

4. Except in rare cases, automated equipment will be the product of development programs. This fact requires due consideration to the cost of this development work with respect to anticipated returns. On complex systems, the costs can be quite substantial and should be anticipated.

Present automation feasibility

The questions which concern us now are:

1. What is automation's place in drycleaning?

2. If it does have a place, what action should be taken to make it available at the operator level?

In its present form the drycleaning plant is not adaptable to automation. The drycleaner has little control over the type or style of the garments processed.

From predictions of textile mill consumption to 1960 it is apparent that the use of man-made fibers will increase. The technical cleaning problems associated with these new man-made fibers are not easily solved with

relatively inflexible automated equipment.

Product design is an extremely effective method of improving production techniques through simplification. The drycleaner does not have access to this avenue, and it is conceivable that a change in the fiber type or garment style could work a serious hardship on him if automated equipment were developed to handle present garments.

There is still another factor against automation for the present drycleaning process. Various levels of mechanization represent basic measuring units. They are defined as follows:

1. **Hand operation:** Any operation involving unassisted manual effort.

2. **Unpowered manual operation:** Any operation involving the use of a simple tool, such as a hand iron, spotting gun, etc.

3. **Powered operation manually controlled:** Any operation utilizing a piece of equipment with a self-contained power source but relying on human effort for control of its functions; e.g., steam-air finishers, air-vacuum finishing presses and sewing machines.

4. **Power operation programmed control:** This would involve any operational equipment with a self-contained power source and a simple control device, mechanical or electrical, which cycles the equipment through a predetermined program. Washers and driers with adjustable or fixed control timers are examples.

5. **Powered operation feedback control:** Any operation with a self-contained power source and a control timer which is self-correcting in nature. This could also be called a performance evaluation control.

Our definition of automation states that an operation would have to be at level 5 to be included in this category. Operations considered for automation should be at level 4, continuous in nature, and dependent upon humans primarily for control decisions. These criteria are not met by present drycleaning operations.

Near-future action

What can be accomplished in the future will depend solely upon what positive action is taken now. From a near-future standpoint, two steps can be taken:

1. Each plantowner or operator should determine what productivity improvements can be made through improved working conditions, better plant equipment layout, maximum use of presently available equipment, and wage incentive plans. These relatively inexpensive approaches are well tried

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Pantex

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PAWTUCKET, RHODE ISLAND

and proven. The extent of their application can effectively be tailored to suit individual needs and financial capabilities.

2. A Research and Development Committee for improvement of basic drycleaning processes should be organized. The membership would consist of appropriate industry representatives and members of the NID staff. This committee would be expected to plan, establish and monitor research and development activity in areas which will provide the most benefit for NID members. The committee would provide the necessary leadership and action to insure ultimate improvement in drycleaning operations.

The cost of maintaining this committee and the resulting research and development activity can be justified by these considerations. The cost of developing new equipment is necessarily amortized in the purchase price of this equipment. Thus, the drycleaner ultimately pays for these development costs. The assessed-cost approach permits him to determine the specific areas where his money can do the most individual good. From the manufacturer's point of view, it becomes apparent where the areas of interest lie, thus indicating market potential which can be realized by putting the development items into production for consumption by the drycleaners themselves.

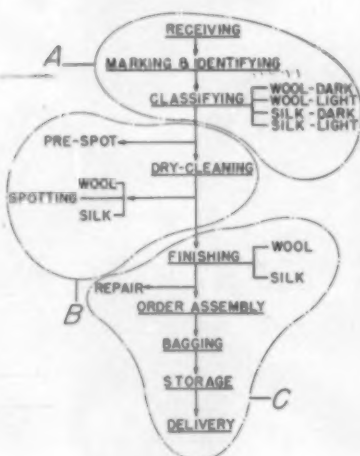


FIGURE 2

Fig. 2 is an over-all drycleaning plant flow diagram. The operations enclosed by the loop designated "A" represent those offering the most potential for near-future improvement. Operations enclosed in loops "B" and "C" will require longer-range effort to realize any significant improvements. One possible approach to near future improvement of flow chart area "A" operations is shown in Fig. 3.

Receiving, pricing, identification

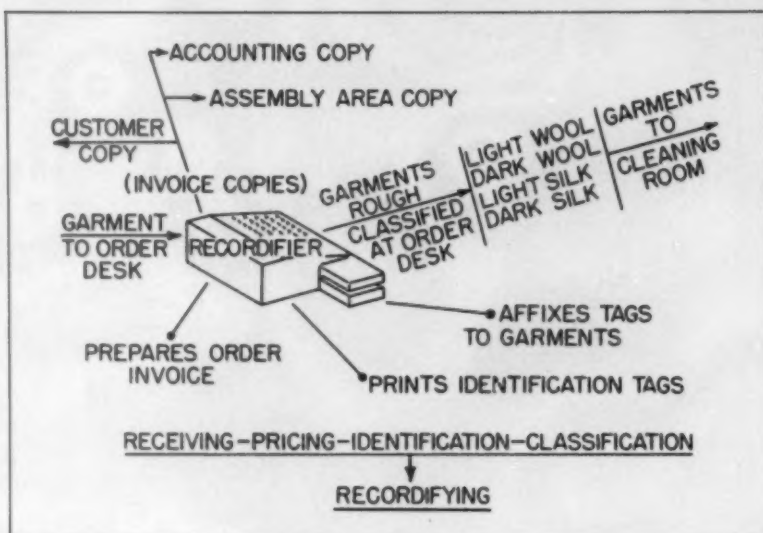


FIGURE 3

and classification involve multiple handling of each individual garment. Fig. 3 illustrates an approach to reduce these four operations to one which we will call "Recordifying." This will require the use of a development item, the "Recordifier," and a simpler pricing system.

An invoice ticket similar to that shown in Fig. 4 would be used. The present pricing method would be simplified by eliminating individual item pricing and using instead group pricing. The drycleaning volume would be classified in about 10 major groups and average prices established for these groups. This effectively reduces the cleaning volume to only 10 items, thus simplifying pricing decisions and speeding up the operation.

The invoice ticket would provide space for the customer's name and address (to be handwritten) and appropriate columns for the various garment groups and quantities to be cleaned. Space is also provided for handling and processing information. The invoice total is printed at the bottom of the ticket.

Referring back to Fig. 3, the desk-mounted machine which makes this all possible would be fairly simple to develop. Essentially it represents an integration of well-proven components into one housing. This machine would print the invoice ticket, total the sale and print and affix identification tags to the garments.

The identified garments would be rough-classified at this point as indicated. Classified garments would then be sent to the cleaning room for further processing.

The Recordifier approach was suggested to illustrate what might be accomplished in the near future through

effective use of the Research and Development Committee.

Long-range action

Long-range improvement in drycleaning operations can best be accomplished through your National Institute of Drycleaning and the proposed Research and Development Committee. The latter would serve primarily as a steering committee.

It is difficult to predict, at present, what form the drycleaning operation should take to realize eventual improvement. Some limitations will be necessary to minimize factors which the drycleaner cannot control.

Variations in garment type and style can be minimized by segregation. Standard garments such as men's suits, overcoats, women's plain skirts, etc., would form one group. Semi-

DATE JAN. 16, 1956									
NAME JOE BRUNN									
ADDRESS 3865 N. 21 ST. CITY									
CLASSIFICATION									
1	2	3	4	5	6	7	8	9	10
2	3	1			2	1		4	
EXTRAS		ALTER 2		REPAIR		M. S. 1			
SPECIAL		STORAGE		DEL. 8		M. C.			
TOTAL \$ 5.47									

FIGURE 4

NOW — A Complete WORKING TEAM for Your Finishing Line!

for your **SILK LINE!**

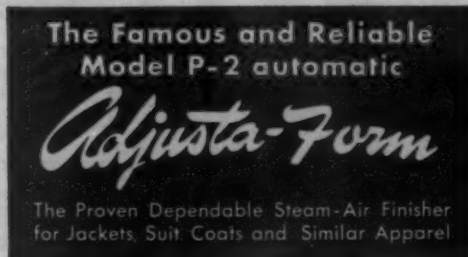


Features: Steam followed by air, steam and air together controlled by easy to set...easy to reach...easy to read dual timers. Set cycle as desired and you get instant automatic performance. Also, special air control pedal introduces air (at any time) for shaping bag to finish garments properly. And this New "Fashioner" Adjusta-Form gives you many more ease-of-operation features such as:

- Instant air with automatic shutters
- Removable front and back clamps
- Lower base with taller form with no increase in overall height
- Engineered for trouble free operation



for your **WOOL LINE!**



For those who demand fast and *unvarying* high quality finishing work...the majority choose the Adjusta-Form Automatic Finisher. The Adjusta-Form steams and dries automatically. Thus it frees the operator to touch up previously finished garments without danger of over-steaming. And now the P-2 Model Adjusta-Form is available with a taller former for finishing longer garments at a slight additional cost.

Both the P-2 Model Adjusta-Form and the new A-3 Model "Fashioner" Adjusta-Form feature the exclusive *Step-O-Matic* control for easy operation.

The new Model A-3 Adjusta-Form "Fashioner" is the ideal companion for your present standard Adjusta-Form Finisher. With this complete working team, you are assured of fast, quality finishing for both silk and wool lines.

"Remember these names... you'll be seeing more of them!"

- | | | | | | |
|--|--|--------------------------------|--|--------------------------------|---------------------------------------|
| • ADJUSTA-FORM
P-2 Standard Automatic | • ADJUSTA-FORM FASHIONER
A-3 Dress Finisher | • CINDY-LOU
Upright Sleever | • SPOT-O-MATIC
Pre-Spotting Machine | • SPOT-GUN
Point Pulverizer | • D-LINTER
Static-Grounding Device |
|--|--|--------------------------------|--|--------------------------------|---------------------------------------|

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Now with *MagiCare*^{*}

it costs you much less



You spend less time spotting. Only the most stubborn stains need spotting when moisture is added to garments in the washer.



You spend less time pressing. You save on labor costs and reduce reruns because correct moisture results in fewer wrinkles.

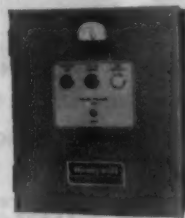


You spend less on washer operation. Easy-to-read (and operate) controls permit untrained personnel to handle equipment.

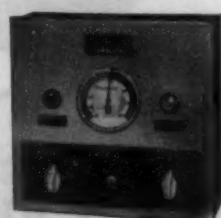
Are you interested in just meeting competition—or *beating* it? If you're in business for a profit, you had better aim at *beating* it! New *MagiCare* is a sure way to put the score in your favor in a hurry. It's the new, better method of dry-cleaning, utilizing electronics to control relative humidity. With this modern system you can be positive that your washer's relative humidity is correctly matched to each load of clothes. Works with any soap concentration, any machine, perchlorethylene or Stoddard, single-bath or two-bath systems. *MagiCare* means less need for spotting, brighter colors, less wrinkling and shrinkage with fewer breaks. You get less color bleeding and fabric piling, too. You also save on labor costs while consistently delivering better quality that *keeps* customers. Why not look to *MagiCare* for bigger profits this year?

^{*}Trademark

Here's how *MagiCare* works. The "Relative Humidity Control" panel (A) employs two exclusive elements: 1. *Gold Grid Humidity Sensor*^{*} that reacts immediately to slightest humidity variations and adds water instantly as needed. 2. *Vapo-Lator*^{*} to instantly and precisely sample relative humidity inside washer. (B) To make your reclaimer operation automatic, use the *Tumbltrol*^{*} panel. You just set it for time and temperature, and reclaimer operations are completed automatically. "Miracle" fabrics can be heat dried safely.



(A)



(B)

NATIONAL CLEANER & DYER

Drycleaning

. to offer the very best!



You keep customers satisfied. Your customers quickly recognize the higher quality; the brighter, livelier colors that *MagiCare* gives them.

Tie in with *MagiCare* Advertising in *VOGUE*. Your customers—and prospective ones—are reading about *MagiCare* Drycleaning in the country's leading magazine for women. They are quickly learning this *MagiCare* symbol means something extra special

they want for their own garments. And you can tie in with national advertising now by using these effective sales aids offered by Honeywell: hanger cards, window sign, newspaper mats, radio & TV scripts, garment bag symbol.



*For complete details about *MagiCare* Controls and Promotion Aids, call your local Honeywell office, or write Honeywell, Dept. ND-4-68, Minneapolis 8, Minnesota.*

Honeywell



First in Controls

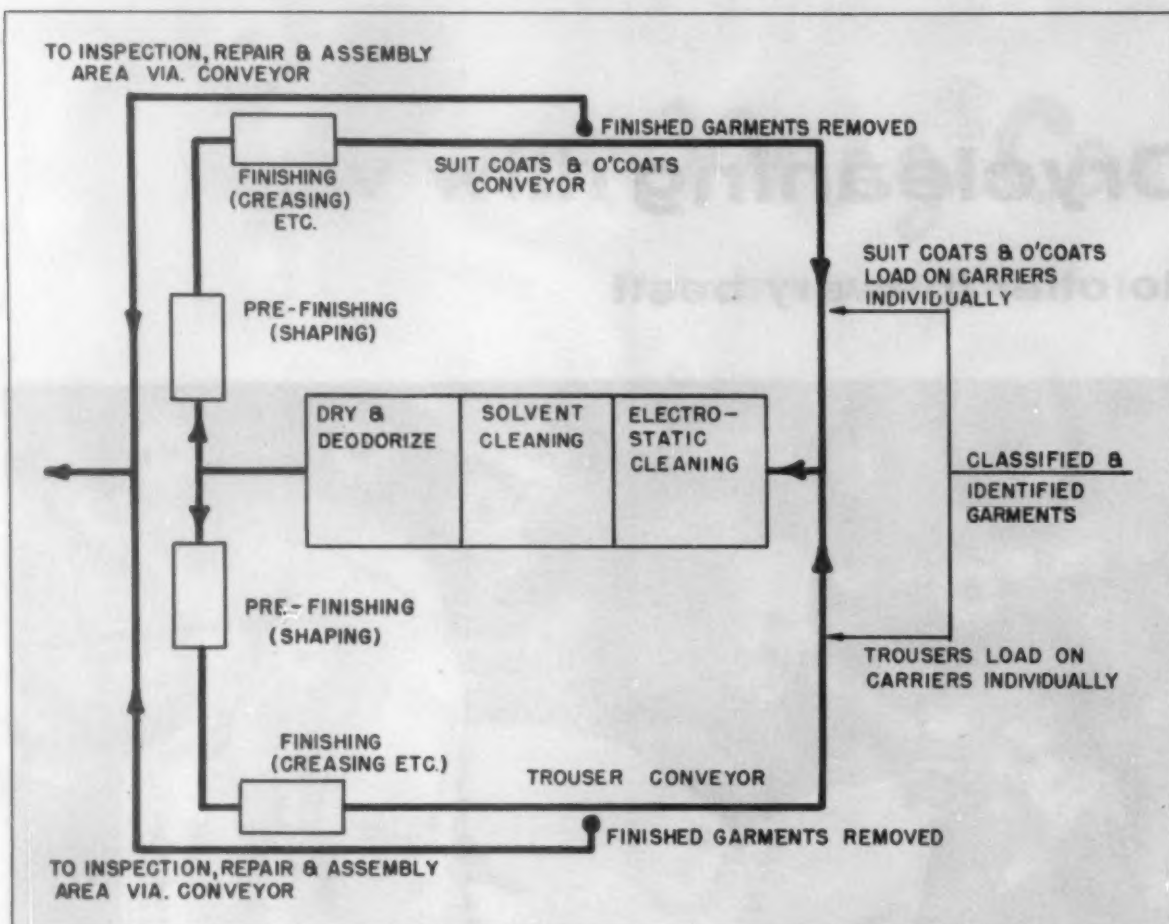


FIGURE 5

standard garments such as women's simple dresses, coats, jackets, etc., would form another group. The specialty group would include fancy dresses, evening gowns, wedding gowns, etc. Standard garments could be processed with a minimum of manual effort, while the specialty group will require a large amount of handwork and attention.

This approach could result in departmentalized operation in large plants or the establishment of specialized cleaning plants handling only one group of garments.

Fig. 5 shows a possible approach to the development of continuous processing equipment with garment segregation.

Classified and identified garments enter the processing area (at right) and are placed one at a time on conveyor-mounted devices similar to the present steam-air finishing units. The garment then moves into the first stage of the cleaning cycle where it passes through an electrostatic field to remove loose soil, grime and lint. Next, the garment passes into a vapor clean-

ing unit where heavy concentrations of solvent vapor are constantly circulated through the garment to remove soluble stains, soil and spots. The garments are then dried, deodorized and prefinished by the steam-air technique.

The conveyor then carries the garments into the finishing equipment for creasing. This operation would resemble present-day shirt finishing. Overhead conveyors would finally carry the finished garments to assembly and storage departments.

This example is suggestive only, as there are a number of technical uncertainties involved, especially the electrostatic and vapor solvent cleaning methods. The intent has been to illustrate the need for continuous processing to realize the benefits of highly mechanized and automated operations.

Conclusion

At the conclusion of our study it became apparent that the drycleaning

industry would probably never be able to benefit from automation in its broadest sense. Certain operations can make good use of the feedback technique but, for the most part, high-level mechanization will be all that is possible.

The need for a positive approach is all-important. First, the economic need for developments in the areas under consideration must be established. Second, long-range programs must be provided as well as the mechanisms by which program objectives may be carried out. The intent should be to bring all of the various investigatory programs along concurrently in order that they may be fitted together into a final workable system with the most efficient use of time and money.

We at Midwest Research Institute have found this to be a very interesting study assignment. If the spirit of cooperation and interest displayed by the members of your industry is indicative, the eventual accomplishment of the program we have discussed is assured. # #

CISSELL DRYERS have sturdy *double* walls that provide extra strength . . . **KEEP HEAT IN BASKET.** Perforations in basket shell are extruded to provide smooth surface.

*Large basket shaft in Gear Reducer supported by Timken Bearings—15 year life expectancy under continuous 40-hour week operation!



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Mr. Drycleaner

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- Years of dependable service
- Accurate temperature control
- Fast drying—complete deodorization

DELIVERS 3200 cu. ft.



OF AIR PER MINUTE

42" x 42" SIZE

CISSELL DRYERS in all sizes deliver large volumes of air for fast drying and complete deodorization.

CISSELL DRYERS are modern in cabinet design. Install them side by side, yet retain complete accessibility of all parts for simple maintenance. Basket can be removed in less than 1 minute. Air Filters standard equipment on 42" x 42". Cissell superior features add up to drying *at its very best!* For proof, just ask the man who uses a Cissell Dryer!

Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". **ALSO AVAILABLE:** Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".

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Two-Part Program at St. Paul

LECTURES on topical subjects plus a workshop session drew record attendance at the annual convention of the Minnesota Institute of Laundering and Cleaning held at St. Paul January 11 and 12. Over 400 plantowners and their key personnel attended meetings and toured an exhibit of packaging materials presented by members of the allied trades throughout the weekend.

At a luncheon meeting on Saturday, Victor D. Dalgoutte, president, American Institute of Laundering, explained how the Institute is combating specific problems facing the industry today. These included chlorine-retentive fabrics, wash-and-wear clothing and Federal wage-and-hour laws.

In a speech entitled "What Is Packaging?" Doug Smith, package designer, Dickens, Inc., showed how packaging creates company identification. Packaging is adaptable to all facets of a plant operation including letterhead stationery, store signs and route trucks. Mr. Smith used colored slides to illustrate how packaging in other industries reflects the product and the producer. The growing laun-



Officers elected during convention, left to right: Harold Speier, president; Roger Foussard, vice-president; George Berman, secretary-treasurer

dry and drycleaning markets, he said, can be sold by creating a package that will attract attention, reflect the sponsor and be easily recognized.

C. B. Kasson, R. R. Street & Company, Inc., showed numerous examples of how plantowners across the country are selling service by building a personalized approach among potential customers.

During a classroom discussion on Sunday alternating groups heard the following allied tradesmen explain drycleaning production problems: Dr. J. C. Alexander, Adco, Inc., discussed "The Function and Control of Water in Charged Systems"; Clay Hardin,

Chief Analyst, National Institute of Drycleaning, showed examples of "Problem Fabrics"; Norma London, Walter Haertel Company, demonstrated "Cleaning and Finishing of Natural and Man-Made Furs," and Paul Jacobsen, Wallerstein Co., used colored slides to explain "Sizings—What, How, Where, When, Why."

New president of the Minnesota Institute is Harold Speier of Albert Lea, replacing James Brown, Mankato. Roger Foussard, St. Paul, was named vice-president and George Berman, Duluth, secretary-treasurer. George E. Samuels, Minneapolis, remains as executive manager.—Harry Yeates

Jersey Meeting Prompts Creative Thinking

A PROMISING PROGRAM encouraged more than 180 persons to brave steady rains to attend the thirty-ninth annual convention of the New Jersey Laundry and Cleaning Institute, January 25, in Newark.

Highlighting the meeting was a session conducted by Dr. Bernard B.

Goldner, professor of industry and director of the School of Creative Thinking at LaSalle College in Philadelphia. Dr. Goldner, who also moderates a television program entitled "Dimension" in Philadelphia, told the audience creative thinking was management's responsibility, named several

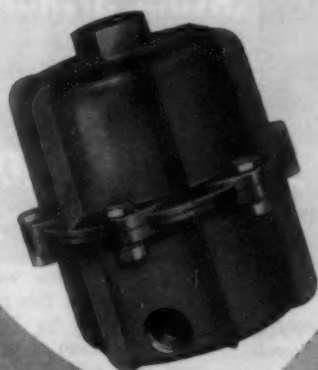
approaches to thinking, and conducted a brainstorming session to elaborate his points.

Brainstorming, he pointed out, is only one phase of creative thinking and should not be regarded as a sure-fire method of gaining successful ideas. The question brainstormed was,



Dr. Bernard Goldner leads brainstorming session, part of creative thinking discussion at New Jersey convention

For best results use a condenser



...the heart of a water-spray gun assembly

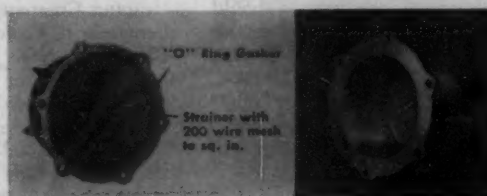
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- ♥ Die-Cast of Aluminum in Two Sections
- ♥ Eliminate Spray-Gun Clogging
- ♥ Clean it in a Matter of Minutes

Spray Gun Problems? Then, look to the scale, lime, corrosion and core sand within a sand-cast condenser or water line for 90% of the trouble. Cissell has **ELIMINATED THIS PROBLEM.**

The new Cissell Condenser is **DIE-CAST OF ALUMINUM.** No more trouble from core sand found within a sand-cast condenser. Between the two condenser sections, sealed with an "O" ring gasket, is a 200 Mesh Monel Screen. Here is strainer perfection. Grit and sediment cannot pass through hose to gun . . . all foreign matter is eliminated . . . your spray gun performs properly.

The Cissell Condenser is **EASY TO CLEAN . . . just TAKE IT APART!** Solve *your* spray gun problems the easy way with the new, improved Cissell Condenser.



LOWER SECTION

UPPER SECTION

THIS IS IT! The upper and lower sections are joined together by cap screws that tightly seal the sections into one strong body. Take it apart quickly . . . clean and re-install it in a matter of minutes!

Consult Your Jobber

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept. — Cable Code "CISSELL."

CISSELL



Gold "Oscar" statuettes were presented to 13 New Jersey route salesmen as distinguished salesmen. Left to right, bottom row: Lawrence Murphy, Blue White Laundry (Staten Island, N. Y.); Philip McConnell, Blue White Laundry (Metuchen, N. J.); George Berg, Hillier Arrow Laundry; Edward Biehler, Dy-Dee Wash, Inc.; Dominick Fresco, General Diaper Service; Frederick Schnell, Hamilton Laundry; Leo T. Kaluzniak, Emerson Laundry. Back row: Frank Jesionowski, Majestic Laundry; Joseph Murray, Columbian Laundry; Raymond Spitalo, Stapleton Service Laundry; William Leonard, Corby's Laundry; Jerod T. Mason, Foster's Laundry, and Charles Symes, Union-Imperial Laundry.

"How can we overcome the housewife's fears that laundering is hard on her clothes?" Many interesting suggestions were offered, including hiring each customer to work in the plant for a week and initiating a national advertising and consumer education program.

The convention held at the Essex House opened with three movies—a consumer education film on drycleaning, another on rug cleaning, and the last dealing with various businessmen's opinions on raising the minimum wage. This film introduced the convention's first speaker, Harold K. Howe, manager of the Washington, D. C., office of the American Institute of Laundering. Since possible extension of the Fair Labor Standards Act would cover employees of retail and service businesses, laundrymen should be concerned over such legislation. Mr. Howe reviewed several of 85 bills to be introduced to Congress in 1958. An extreme bill calls for a \$1.50 minimum wage and a 35-hour week, while another would just affect plants employing more than 100 persons.

A symposium on the subject of wash-and-wear followed. (A detailed

report of the laundrymen's views on this subject can be found in *Starchroom Laundry Journal*.)

Victor Dalgoutte, president of the American Institute of Laundering, gave an AIL progress report. He felt that the key word in increasing volume was "sell." He urged all members to attend the forthcoming AIL diamond jubilee at which the studies of the Armour Research Foundation would be revealed.

The early part of the afternoon session was devoted to a panel discussion on the "Barnacles of Route Selling." Participating in the discussion were George Y. Klinefelter, Elite Laundry, Baltimore, Maryland; Charles Schacter, Sterilized Diaper Service, Brooklyn, New York; John D. Campbell, Modern Laundry and Drycleaning Company, Philadelphia, and Benjamin B. Foster, Foster's Laundry, Gloucester, New Jersey.

Mr. Klinefelter explained that Elite trained routemen in the plant rather than on the route. He also advocated having a "canned sales pitch," basing his belief on tape recordings of actual route salesmen's presentations.

Routemen should make at least five

cold solicitations of new customers a day and should file a report to sales managers, Mr. Schacter felt. He also recommended a monthly sales meeting to inject new ideas on selling.

Mr. Campbell, on the other hand, explained that his route salesmen acted on a selective selling program following up direct-mail pieces to specific business or professional groups. One period of time may be concentrated on doctors, another on grocery clerks, etc. Modern's route average is \$730.

There are over 22,000,000 working women in the United States and they are the laundry's best prospects, stated Ben Foster. Early-morning or late-evening solicitations were found most satisfactory for this part of the population.

The problem of getting new routemen was solved by one plantowner who offered present route salesmen \$15 for new applicants and \$10 should the new man stay more than three months.

The Betty Best program is mushrooming so that a second girl has been hired to appear at school and club meetings to explain the laundry story to potential customers. Miss Judith Keith, public relations director of Feigenbaum and Wermen, Philadelphia, told the New Jersey members that for the first time since the program was founded both Betty Bests are booked for speaking engagements up to next fall.

Association President A. John Plonski presided over the annual banquet which concluded the one-day convention. Climaxing the evening's festivities was the presentation of Oscars and certificates of merit to distinguished salesmen by Betty Best of the Professional Laundry Foundation. Forty route salesmen, representing plants throughout the state, were honored at this fourth annual ceremony.—Dick Vinocur

CRI Draws Record Crowd in Montreal

A RECORD TURNOUT of delegates from all parts of Canada, from Newfoundland to British Columbia, was attracted to the recent twenty-fifth annual convention of the Canadian Research Institute of Launderers and Cleaners. The two-day session was held at the historic Windsor Hotel in Montreal January 26 and 27.

Highlighting the annual membership meeting were reports that CRI is currently on a very satisfactory financial basis and that numerous

technical projects are being carried out at present. Referring to the activities of the CRI laboratory, it was announced that 3,333 referee reports were issued the past year and that 473 bundles were processed for CRI by the National Research Council.

Among the by-law amendments endorsed by the membership was one authorizing the directors to continue investigation of the development of a grass-roots organization encompassing local and regional groups.

Included among the outside speakers on the program was W. L. "Bill" Browne, director of public relations for the National Institute of Drycleaning, who spoke on "Your Customers' Soft Spots." John W. Knotts of the Eaton Chemical and Dyestuff Co. talked about "Sales Promotion in the Drycleaning Industry."

As part of a half-day program provided by the allied tradesmen, Tom Scanlon of Dow Chemical of Canada

Continued on page 84

NORTH, SOUTH, EAST, WEST
Customers Demand a
SOFT, NO-SHINE FINISH

Get it easier...faster with a
CISSELL
FORM FINISHER

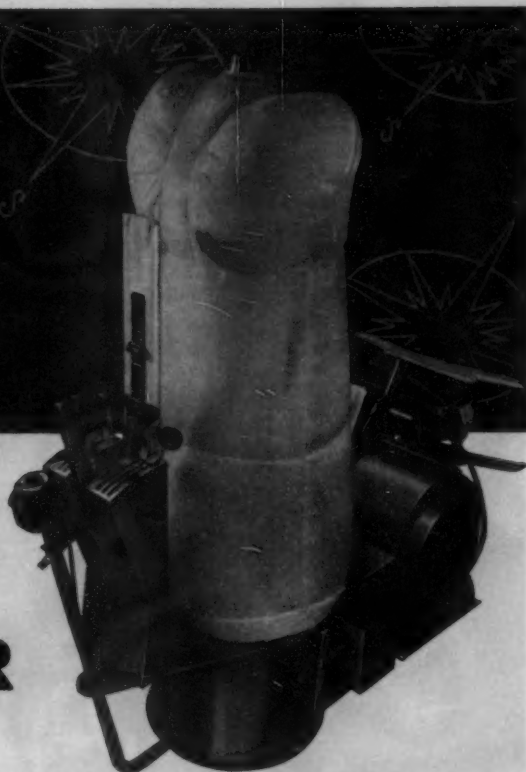
- ★ No Foot Pedals
- ★ Fully Automatic
- ★ Air and Steam at the same time
- ★ Controlled Air Pressure

Checked the quality of your finishing lately? Remember, your customers check it continuously. Meet their demand for a soft, no-shine finish with equipment built to do the job. Even hard-to-work materials that demand air while steaming are finished beautifully.

The Cissell Form Finisher is FULLY AUTOMATIC (No Foot Pedals.) The Cissell Time Switch does the job! Operator can do other work while the Cissell Form Finisher steams, dries and cuts off automatically. Levers regulate size of nylon form at waist, hip and lower positions by moving back and forth in a horizontal motion and quickly locking into position. Finish any size garment—from the smallest child's to the largest adult's. Air pressure adjustable from minimum to maximum or to any intermediate stage. Superb construction—the kind you expect from Cissell.

CISSELL FORM FINISHER includes one set of #11 Sleeveers, one set of #24 Sleeveers, and one Cissell Vent Clamp. Guaranteed for one year against manufacturer's defects.

Consult Your Jobber



LEVER ADJUSTED NYLON FORM



CISSELL BUILT TIME SWITCH

W. M. CISSELL MFG. CO., INC.
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CISSELL

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Limited spoke to the group and presented the film, "Uncle Henry Saves the Play." A film entitled "Telephone Courtesy" was made available by the Bell Telephone Company of Canada. A special brainstorming session and a full agenda for the ladies rounded out the program.

Elected to serve during 1958 were the following officers: president, G. K. Gage, Peerless Laundry Ltd., Winni-

peg, Man.; first vice-president, M. B. Vail, White Circle Laundry & Dry Cleaners, Sydney, N. S.; second vice-president, K. R. Holt, New System Laundry & Cleaners Ltd., Saint John, N. B.; technical director, C. H. Bayley, National Research Council, Ottawa, Ont., and secretary-treasurer, Miss M. D. Daechsel, Ottawa, Ont.

The 1958 Management Committee is composed of the following: G. K. Gage; W. J. Henning, Toronto Laun-

derers & Cleaners Ltd., Toronto, Ont.; C. H. Bayley; W. S. Richardson, Crown Laundry of Sherbrooke Ltd., Sherbrooke, Que.; G. A. Proulx, Society Cleaners Ltd., St. Laurent, Que.; Miss M. D. Daechsel; G. Miller, Miller Cleaners Ltd., Woodstock, Ont.; B. P. Cramer, Dutch Laundry & Dry Cleaners, London, Ont.; L. Mendelson, Maple Leaf Cleaners, Toronto, Ont.; F. Hillary, Fraser Hillary's Ltd., Ottawa, Ont. # #



Finishing and spotting courses were presented to packed houses. Here is just a portion of the crowd that watched "Dutch" Rothe explain latest spotting techniques

Little National Scores Without Exhibits

ATTENDANCE at the Iowa-Nebraska convention this year equaled the 1957 show which featured equipment exhibits. Despite the absence of this "drawing card" over 450 registrants attended the three-day convention held in Omaha, Nebraska, beginning February 14. This may prove that exhibit shows should be confined to the national association conventions.

Perhaps more important is a well-balanced program, such as the Little National offered. For example, the first day was devoted to plant tours of Park Avenue, Evans and Drescher's Cleaners. The next morning C. K. Kirkpatrick, president of Suede and Leather Refinishers, gave a technical talk on leather cleaning and finishing. He stressed the need for skill and experience when handling leathers.

The rest of the day was devoted to demonstrations of spotting and silk and wool finishing. "Dutch" Rothe of the National Institute of Drycleaning gave two lectures on spotting. The

finishing demonstrations were handled by George Schlemon of the Butler Manufacturing Company and Everett Stevens of Excelsior Machinery Co. Two separate rooms made it possible to have simultaneous demonstrations. The crowd alternated in attendance between the two lectures during the morning and afternoon. And the Standing Room Only sign was out at all sessions.

The luncheon that day featured an inspirational talk by Art Briese, "America's Knight of Satire." He emphasized the need for individual participation in organizational work.

The third and final day brought two more talks; on management problems in this case. Jerry Daleke, sales consultant of Beacon Sales for Laundry and Drycleaning Management, detailed the high points of successful management. Among them were proper training of sales personnel, the use of dramatic ads. He recommended that all cleaners make a deep study of the Dichter report published by the NID.

He was preceded by Art Schuelke, editor of *The National Cleaner & Dyer*. He stated that if cleaners are to have a successful year in this period of readjustment they must concentrate on sales management. He advocated route selling and charge-account privileges as business builders. Consistent advertising and better sales training were other points raised.

Of course the program also included many recreational activities.

The formal business sessions saw the election of new officers for both state groups. Those to head the Nebraska Association this year will be Ray Lauritzen, president; Lyle Owens, vice-president and Oscar Nielsen, secretary-treasurer.

For Iowa, E. B. "Scotty" McVeety was elected president. Vic Helling is vice-president, while Bob Corwin is secretary and Clarke Wilson is treasurer. Leo Daniels, who was last year's president, rounds out the officer list, acting as chairman for the ensuing year.—Art Schuelke

To Insure—Right Now— High Quality Repellency, after charged system clean- ing, all you do is use this new “*Cravenette*” Process

Water repellency can be a big feature after drycleaning, provided you can give your customers true repellency—which you can do with certainty if you use this new “*Cravenette*”. Whether you use petroleum or chlorinated solvents makes no difference—you get a quality result regardless of your method of cleaning. You can assure your customers of the kind of service they have been accustomed to expect of you.

Here is repellency of the highest rating that is a bonafide builder of good will. It both makes and keeps customers for you. Another thing, with this service you have the advantage

of a name that means something to people. Everybody knows “*Cravenette*”; in fact water repellency originated with “*Cravenette*”. People have been getting “*Cravenette*” in their new garments, from the finest stores, for more than 70 years.

This combination of a good name, with the finest quality gives you something to talk about—a service that people will buy. Here is a remedy for the trouble you may have been having in getting a good quality water repellency after your charged system cleaning—a remedy that will make the cash register ring oftener, too.

The Cravenette Company, U.S.A.

EIGHTH AND MADISON STREETS, HOBOKEN, N. J.

*Since 1887 the world's leading producer
of water repelling preparations for garment fabrics*

WRITE!

Cravenette Co., U. S. A.
8th and Madison Streets, Hoboken, N. J.

Gentlemen:

**Please send me full information about your newest
water repellent usable with all types of charged systems**

Name

Company

Street address

City State



New Michigan officers, left to right: Michael R. O'Neill, managing director; Edmund W. Reisig, Jr., Monroe, first vice-president; John P. Otte, Jr., immediate past president; Dana G. Antes, St. Johns, president; Anthony Volz, Allen Park, sergeant-at-arms; Clarence J. Deline, Owosso, second vice-president; Frederick C. Anderson, Muskegon, treasurer, and Joseph F. Adamowski, Bay City, secretary

Economic Problems Discussed at Detroit

DISCUSSIONS of ECONOMIC problems and exhibits of the latest equipment and supplies highlighted the forty-fourth annual convention of the Michigan Institute of Drycleaning. It was held December 6, 7 and 8 in Detroit.

The trade exhibit was the first at an MID convention. Michael R. O'Neill managing director of the Institute, credited this innovation with helping to draw the largest crowd in MID history—more than 500 registered delegates and visitors. Sunday, the final day of the convention, was given over entirely to inspection of the 26 displays.

Convention-goers who attended Saturday afternoon's general assembly heard William McMullen, MID business administration counsel, describe a type of plant and service that he said could be "the answer to survival." This concept would eliminate the high fixed overhead and big payrolls of large plants and concentrate on smaller, well-engineered units designed to serve the immediate community. A drive-in location providing fast cleaning service and laundry on a cash-and-carry basis, without pickup-and-delivery, is the most economically efficient, he said.

In a luncheon speech Mr. O'Neill said that in the critically competitive drycleaning industry, pricing is the major problem. But he cautioned his listeners not to expect to achieve the perfect economic society. He urged that with "the courage and realism to do what is morally right, you won't have to look beyond yourselves for the answers to economic problems."

Delegates also discussed the effect of pricing on volume. The consensus, Mr. O'Neill said, was that a realistic price is not a deterrent to trade and that the first consideration is customer satisfaction.

Other speakers included John P.

Otte, Jr., outgoing president; James Grimes, Grimes Cleaners, Detroit, and Victor D. Oakley, Sta-Nu Corp. W. J. Mooney of Kleentest Laboratories, Pittsburgh, presided at a round-table forum.

Delegates had a chance to meet

socially at a "Howdy, Neighbor" party Friday evening as well as at the President's Banquet and Ball Saturday night. Saturday afternoon there was a bridge tournament for the ladies while the men attended convention sessions. # #

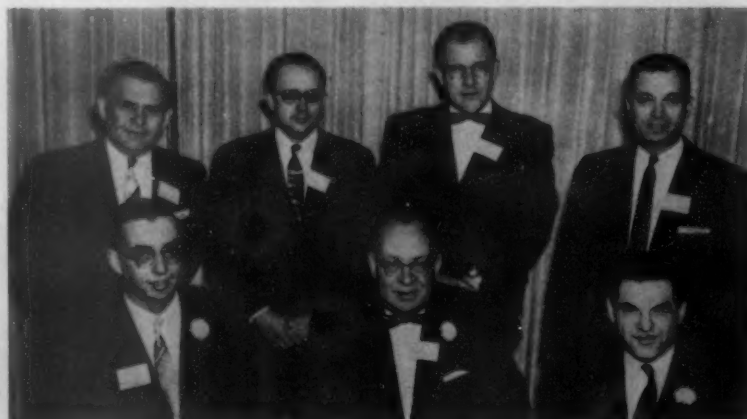
Golden Jubilee in Wisconsin

THE BIRTHPLACE of the National Institute of Drycleaning—Milwaukee, Wisconsin—was headquarters for the golden anniversary convention of the Wisconsin and Upper Michigan Drycleaners Institute on December 7-8. Over 200 members attended the fiftieth annual meeting, held at the Pfister Hotel. Approximately 30 allied tradesmen exhibited the latest equipment and supplies throughout the weekend.

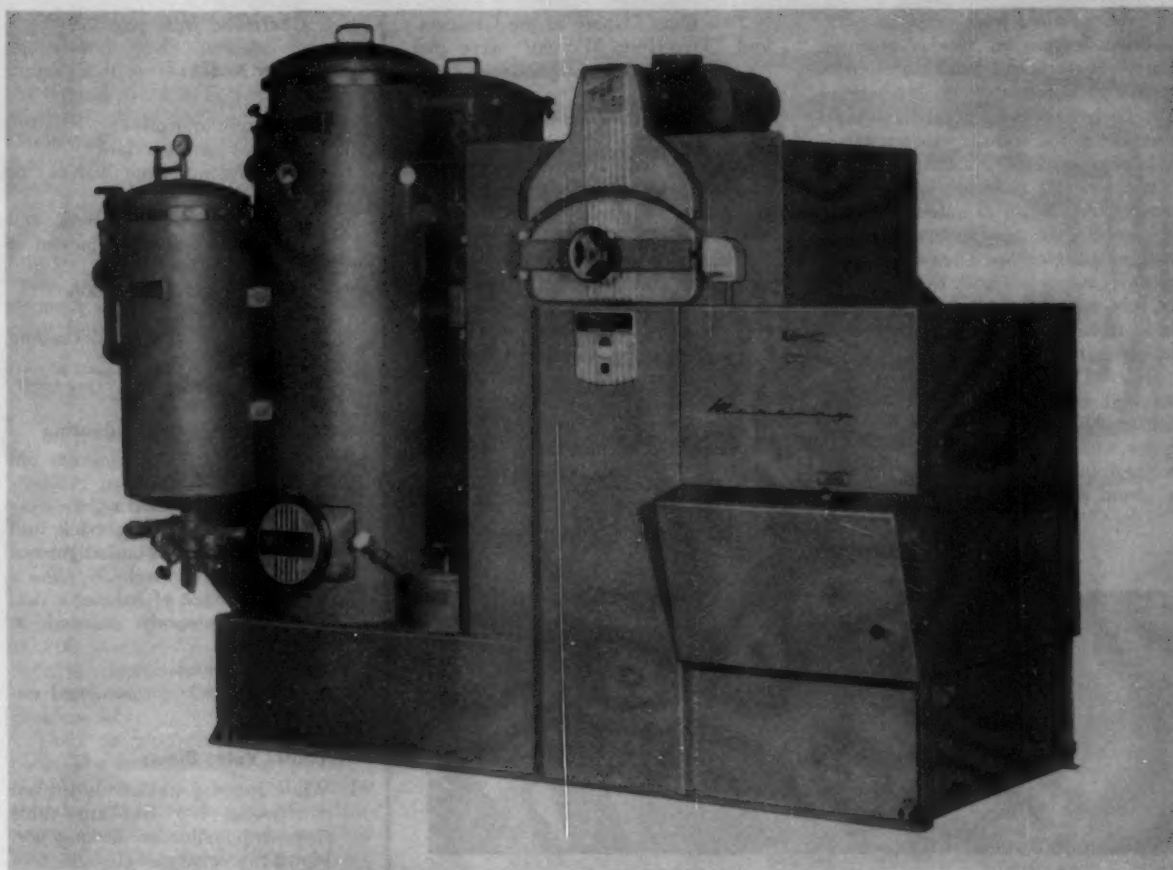
Two speakers were featured at the
Continued on page 88



Anniversary plaque is accepted by NID District Director Hugh Smith (left), on behalf of state association, from James Bie, Milwaukee Association of Commerce



Wisconsin officers, left to right, seated: president, Ed Vasselos; vice-president, Lauren Groves; secretary-treasurer, Egon Peck. Standing: Al Schnideman, John Baribeau, Bill Williamson, Ralph Larson



Designed to provide the finest cleaning with maximum solvent mileage, lowest operating and maintenance costs

1958 mercury numatic

Mercury's new model Per 50 Numatic combines features suggested by many of its 4500 successful owners and jobbers.

Fully Automatic Operation through entire cycle with dry load capacity of 45-50 lbs. per load . . . \$2000. to \$2500. weekly volume.

New Clover-Leaf Muck Stripper attached to 2000 GPH Monel Tubular Filter keeps filter clean for faster solvent circulation. Over 10,000 lbs. mileage per drum of Perc.

New Automatic Still provides greater capacity with no "foam-over," no "surge."

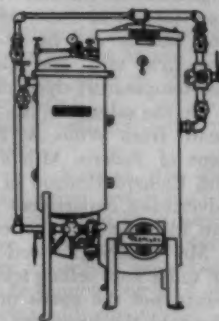
New Twin-Disc Fluid Drive controls acceleration for smoother operation. Reduces vibration and maintenance.

New Heavy Duty Transmission with double belt drive.

Mercury-Hoyt Solvo-Miser supplied; optional.

Write for details of our lease purchase plan.

Clover-Leaf Muck Stripper and Monel Tubular Filter available as unit for use with any Perc unit. Saves soap . . . saves solvent.



Fully Automatic Petroleum Units Also Available
140-F or Stoddard Solvent

MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAvis 8-0710

Continued from page 86
business session on Sunday morning. Larry Porterfield, Wichita, Kansas, spoke on automation in drycleaning. Mr. Porterfield pointed out that automation for the industry means mechanization or full utilization of automatic controls now available on the market. A control is automatic when it permits the machine to function without an operator. The real economy of any control lies with the plantowner, who must learn to assign additional tasks to each employee while the control operates the machine.

Jerry Daleke, Beacon Sales, Inc., stressed the need for merchandising during 1958. He presented the delegates with many suggestions on how to merchandise drycleaning through a sound route salesmen's program.



Mississippi officers, left to right: Jack Gardner, Ted Roger, Ed May, outgoing president, and Fred Poitevant

Mississippi Meeting

PLANT HANDLING of 1958 fabrics and styles was one of a wide range of subjects covered at the Mississippi Laundry and Cleaning Association's thirteenth annual meeting, held in Jackson December 7-8.

Dr. Dorothy S. Lyle, director of consumer relations of the National Institute of Drycleaning, told the 168 registrants to exercise care with many new fabrics in 1958. Metallic weaves and velvets will be strong this year, Dr. Lyle said, and also warned of low-temperature-dyed chiffon.

On the sales side, the Mississippians heard from Willis A. Pellerin, president of Pellerin Milnor Corporation, and Richard Pearson of the sales and advertising department of the American Institute of Laundering.

Mr. Pellerin advised the members to "tailor your selling techniques to the wants, not the needs of women." He also told the group to "talk in terms women can understand because they are your customers."

Two films, "Going to the Cleaners" and "Two-Hour Miracle," were presented by Arrow Engineering Company.

The banquet speaker on Saturday night was Hugh Smith, NID Director District #5, who accepted an anniversary award for the state association from the Milwaukee Association of Commerce.

Officers reelected for the coming year are: Ed Vasselos, Sheboygan, president; Lauren Groves, LaCrosse, vice-president; Egon Peck of Milwaukee continues as secretary-treasurer.

The board of directors includes: Al Schneiderman, Milwaukee; Ralph Larsen, Wausau; William Williamson, Madison; John Baribeau, Escanaba, Mich.; J. E. Kaiser, Kenosha.

—Harry Yeates

Continued from page 68

Compressor Knocks

1. Loose valve
2. Not enough lube oil
3. Valves not installed right
4. Strips missing from valves, or broken
5. Motor rotor shunting back and forth, due to belt misalignment or mounting not level
6. Wrong direction of rotation
7. Loose flywheel or pulley
8. Too much wrist-pin and bushing clearance
9. Too much crank-pin bearing clearance
10. Main bearings need adjusting

Compressor Vibrates

1. Piping not supported right
2. Motor rotor shunting back and forth, due to belt misalignment or mounting not level
3. Motor rotor out of balance
4. Unit not properly secured to foundation
5. Defective foundation
6. Shipping block not removed under base

Intercooler Valve Blows

1. While running unloaded: Broken or leaking h-p discharge-valve strip, h-p unloader leaking air, blown h-p valve gasket
2. While running loaded: Broken or leaking h-p suction-valve strip, h-p unloader stuck in unloaded position, blown h-p suction valve seat
3. Defective or improperly set safety valve

Receiver Safety Valve Blows

1. Leak in control line
2. Defective or improperly set safety valve
3. Pressure switch differential too narrow

Unit Blows Fuses

1. Discharge line restricted
2. Not enough lube oil
3. Pressure switch differential too narrow
4. Compressor or motor binding
5. Defective motor
6. Fuses too small
7. Electrical-power characteristics incorrect
8. Unit starting against full load

Excessive Oil Consumption

1. Suction line blocked, dirty filter
2. Oil level too high
3. Oil viscosity too light
4. Oil pressure too high (if force-feed lubrication)
5. Worn piston and rings. # #

NATIONAL CLEANER & DYER

Continued from page 46

eign dye depends upon a number of things such as the fiber content and the type of dyestuff. If the dye is confined to only a small area, the stain can sometimes be removed by wet-side spotting and local bleaching treatments. If the entire fabric is stained with dye, it will be necessary to subject the garment to a wet-side soaking or bleaching treatment. Sometimes, unfortunately, the stained garment will not respond to the treatment required for removal.

Dr. Wiebush: Surely there must be some problems which are on the decline.

Mr. Hardin: One is the bonded-wool shoulder pad, which incidentally is a garment construction problem. This is the pad that often breaks down to form hydrochloric acid, which causes a color change in many dyed materials as well as serious fabric damage. A few years ago we received as many as 100 garments a month that had been damaged by these pads. Last year our monthly average for this problem was 3.

There is good reason for this decline. The manufacturers quit making the shoulder pads. They quit because they found that these pads were damaging thousands of garments. They also found that drycleaning was not responsible because a large number of these damaged garments had never been to a cleaner.

Dr. Wiebush: Perhaps Mr. Hardin can point out a problem which is declining because of some action on the part of the drycleaners.

Mr. Hardin: Yes. Another problem on the declining list is the Orlon-Dynel pile coat. The reason for this decline is because the cleaner has learned to recognize these garments and is now using the proper methods in cleaning them. Evidently the majority of drycleaners have been reading and studying NID bulletins and trade-journal articles, and are now handling these garments in the proper manner.

Dr. Wiebush: One problem, not mentioned, is that of unknown damage. Most of the unknown problems involve mechanical damage. For example, we can tell if a garment was cut or torn, but a tear from an automobile door is hard to tell from a tear caused by the latch of a drycleaning machine.

Our analysis records now allow us to pick out the problems which are the most widespread, and to concentrate our research on the ones from which we can hope to get the most results for the benefit of our members.



Hundreds of plantowners over the past few years have proven dry storage to be safe, sure, practical.

You, too, can save thousands of dollars with this new storage idea by Reliable.

And, you can see real profits in a few months because of . . .

No Costly Refrigeration!

No Costly Installation!

No Costly Insulation!

Inexpensive Construction!

For cloth, wools, boxes, furs and rugs.

Write for details.

RELIABLE MACHINE WORKS, INC.

231 Eagle Street, Brooklyn 22, New York

Over 40 years of leadership in designing and manufacturing for cleaning, glazing and storage equipment.

We have been hearing a lot about textile finishes lately. Robert Graham, our supervisor of textile and product testing, has made it his business to keep up on this fast-moving field for the benefit of our members, and for the purpose of seeking out areas where our research facilities might be helpful. For example, the new stain-repellent finishes which are making the advertising copy these days.

Mr. Graham: During the past year a stain-repellent finish has been marketed which is said to repel both water-borne and oily-type stains. This finish is sold under the trade name "Scotchgard." Suede leather jackets and wool trousers containing the fin-

ish are now available in many stores. The finish is applied by the leather tanner or by the textile dyeing and finishing plant.

The following claims are made by the manufacturer for this finish:

1. Repels oily stains as well as water-borne stains.

2. The finish will not come out in drycleaning.

3. On suede leathers, the garment can be either wetcleaned or drycleaned and it can be steamed.

4. If the fabric does become spotted, any household solvent can be applied to remove the spot and no solvent ring will remain.

5. Stains are easier to remove.

We have wear tests in progress now

PROVED DEPENDABLE BY DRY CLEANERS! VIKING SOLVENT PUMP

Performance with hard usage has proved that dry cleaners can depend on this Viking V-belt drive pump to move solvents efficiently. It always delivers a smooth, even flow. It is Underwriters approved. Better install them in your plant!

Note these features:

- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation
- No lubrication of pump required

For complete information write for bulletin Dq.



VIKING PUMP COMPANY

Cedar Falls, Iowa, U. S. A. In Canada, it's "ROTO-KING" pumps

Offices and Distributors in Principal Cities.

See your classified Telephone Directory.



involving suede leather jackets and men's wool gabardine trousers, both treated with Scotchgard finish.

First, on suede leather jackets. They are being worn by various members of our maintenance crew at NID, and after three weeks of wear they were definitely dirty, some of them extremely so. After the first drycleaning in our Institute cleaning plant they looked very good. Our people agreed that they were easier to clean than normal untreated suede leather.

On the basis of the work so far, we know that treated suede leathers will certainly need cleaning, and furthermore it appears to be easier to clean them. This might well encourage the use of more drycleanable leather, with more business resulting for the drycleaner.

The initial wear period for the wool trousers, before any cleaning was attempted, demonstrated to us that the finish definitely resists certain types of stains. For example, one wearer was caught in a heavy rain and there was no wetting or spotting of the material except on the crease at the knees.

Many spots were present on the trousers after a few weeks wear. A milk stain could be removed by spot-

ting with a cloth dampened with water. The other stains came out with a cloth dampened with perchlorethylene. No rings from solvent were present after spotting, even in this crude fashion.

The finish is not crease-retaining. The rain-soaked pants were very baggy at the knees and pressing was needed. There are no claims made that this finish keeps the creases in any longer than would be otherwise expected.

Dr. Wiebush: As I see it, then, it is still a little early to predict the overall effect of this finish on our industry.

Mr. Graham: At the moment drycleaners cannot themselves apply this finish, but the company is very much interested in developing it to the point where drycleaners can offer this finish to their customers at a profit for everyone concerned.

Dr. Wiebush: Talking about creases brings up the question of garments that never need pressing. We hear a lot of talk about "wash-and-wear" lately.

Mr. Graham: The terms "wash-and-wear" or "minimum care" are being

used to a great degree as a sales attraction.

There are two basic methods for producing textile fabrics which will have wash-and-wear characteristics. One method is to make a fabric which contains one or more of the new synthetic fibers, such as nylon, Dacron, Orlon, Acrilan or such. The other method is to apply a special finish to cotton or rayon fabric.

Wash-and-wear fabrics may be made up of 100 percent synthetic fibers, or the fibers may be combined or blended with natural fibers like cotton and wool or even rayon and acetate.

Dr. Wiebush: We used to hear a lot about disappointing performance of wash-and-wear items.

Mr. Graham: In common with many other operations or processes, it is possible to produce high-quality merchandise or low-quality merchandise. There are no definite and universal standards for fabrics to meet to be classified as wash-and-wear. Some people in the textile industry are aware of this situation and at present their technical groups are working toward establishing acceptable standards.

Much of the textile industry research effort is being directed to "automatic wash-and-wear" which eliminates inconvenient drip-drying. The emphasis is shifting to garments that can be washed and tumble-dried at home. I think that in the long run the textile industry will solve many of the present weak points in the wash-and-wear picture, and they most certainly are going to continue to try to capitalize on the selling impact of the terms "wash-and-wear," "ease of care."

Dr. Wiebush: The effect of wash-and-wear on drycleaning volume, then, is hard to appraise accurately. As an industry, we are not greatly concerned with whether or not wash-and-wear takes over some of the markets for garments which never were drycleanable, anyway. There are many such items—cotton work clothes, underwear, children's wash pants, etc.

Some of the wash-and-wear items will come to the drycleaner who can process them. The consumer must know that the drycleaner is ready and able to clean her wash-and-wear items.

Certainly one obvious thing that we can do at the moment to enable ourselves to grow as an industry is to raise the level of drycleaning quality. Wash-and-wear fabrics will find it much easier to compete with poor-quality drycleaning than with high-quality drycleaning which the industry is now capable of doing. Let's ask

ourselves the question, honestly, "Is my drycleaning quality as good as a wash-and-wear finish?" If it isn't, then let's do something about it.

Can we do anything as an industry to help us latch onto some of that two-thirds of all fabrics on the American market which is cotton? Is there any chance that we can turn this wash-and-wear consciousness of the consumer to our advantage?

Mr. Graham: The early part of this year we started work under contract with the U. S. Department of Agriculture to determine whether it was possible to apply a crease-retentive, wrinkle-resistant finish to cotton garments by means of conventional drycleaning plant equipment.

There are certain problems and disadvantages in garment manufacture which appear when the garment is made from cotton cloth which has already been treated with a wrinkle-resistant finish. It is more difficult to produce flat seams and hems. Seam puckering may take place when the garment is cleaned. Where creases, pleats, etc., are necessary, it is more difficult to obtain a sharp crease, because the cloth is already treated to resist creases.

In theory, if the resin finish is applied to the finished garment, one can apply a good, substantial wrinkle-resistant finish, and the finish will not interfere with the garment manufacturer's operations. Also, a good, durable crease can be placed into garments wherever desired.

The U. S. Department of Agriculture is interested in this aspect of finishing cotton garments because it can stimulate the consumption of cotton in this country. The drycleaner, with his equipment and know-how, is the logical person to apply such finishes. NID is working on the project because it may offer an additional service that the drycleaner can make available to the public at a profit to himself.

Dr. Wiebush: During the coming year we intend to explore more fully the subject of drycleaning of cottons. There is no use going after cotton business if we can't do a good job with it once we get it.

The redeposition problem

Redeposition is a big problem in the drycleaning picture. Many cleaners could raise their level of cleaning quality as much by decreasing redeposition as by increasing soil removal.

The term "redeposition" usually refers only to the fact that the fabric has darkened. We measure it by re-

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Laboratory Tests Prove Unit-type DRYSETS® *produce*

15 to 58% More Vacuum At Equal Capacities

Here's what this BIG NEWS means to you . . .

1. Turn out more work with finer finish faster.
2. Save 30 to 40% on steam and fuel.

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The capacity of your press depends upon the amount of vacuum you have available. The quality and quantity of your work depend on the speed with which you get a garment dried. And that is dependent upon vacuum!

Write us today and we'll have one of our authorized Dryset dealers call you for an appointment. He'll PROVE to your complete satisfaction that DRYSET is the Big Buy in Air Vacuums!



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flecting a light beam off of the fabric in a special instrument. We measure the brightness of the reflected light beam before drycleaning and measure the light reflected back after drycleaning, and the difference is reported as decrease in reflectance. This is normally considered to be redeposition but actually *anything* which will darken the fabric and reduce its reflectance will give a low reading.

We have been watching our cleaning performance test swatches for redeposition. When white swatches of rayon are noticeably grayed or yellowed, we have tried soaking them with perchlorethylene. We have found that results are quite different from swatch to swatch. For example, some of these swatches, after boiling in perchlorethylene, regain their original brightness. This indicates that the redeposition was of a solvent-extractable type, easily removed. On the other hand, some swatches do not respond to this treatment. These undoubtedly are different problems, but they are loosely considered redeposition.

Certainly some of the darkening on light-colored fabrics is the result of dye staining. Very often the dye will not be removed by soaking in solvent. This, too, is often loosely termed redeposition.

We have been seeing a great increase in the number of light-colored garments which come in to us for analysis in a badly yellowed condition. Most times this yellow residue can be rinsed out in clear solvent. We have attributed this type of yellowing to the presence of detergent residue in the garment. For some reason this trend is up lately and yet such "redeposition" can be controlled by control of the nonvolatile residue in the solvent, or by a more efficient rinse.

A lot of different things affect redeposition. One of the first questions which comes to mind is, "Is the redeposition effect additive?" In other words, if I get a 2 or 3 percent reflectance drop on the first drycleaning, do I get it on subsequent drycleanings? After five drycleanings at 6 percent reflectance drop, would I have a 30 percent decrease in reflectance?

Fortunately for the drycleaning business the effect is not strictly additive. Tests on rayon swatches run in both light and dark silk loads in a 4 percent charged system indicated that the redeposition is much greater on the first drycleaning than it is on subsequent drycleanings.

The additive effect is less pronounced on wool, but it is still there. Actually, cumulative redeposition

would not seem to be much of a problem with wool.

Fiber content

There seems to be some general impression that synthetic fibers show more redeposition than natural fibers. Perhaps this impression results from observation of unfortunate cases of graying on such things as Orlon sweaters or the yellowing observed on nylon blouses.

We cleaned many different fabrics, chosen at random, five successive times in a 4 percent system in synthetic solvent. The results are most interesting. The fabric or fiber that leads the pack is cotton! The synthetic fibers in general are among the better actors in this respect.

The same battery of fabrics was subjected to petroleum cleaning in the same fashion, and the fabrics line up in just about the same order as they did in synthetic solvent. So from this set of results we would conclude that the actual solvent involved has less to do with the redeposition problem than the fabric.

We ran the same fabrics through different detergent systems. We found again that the fabrics show quite a spread in their attraction for detergent residues. We have found that with several different detergents the fabrics again fall in approximately the same order as far as redeposition is concerned. Again, cotton is No. 1 on the redeposition parade.

Filter circulation

Filter circulation would certainly be expected to have a great effect upon the redeposition observed in drycleaning. We have shown in previous research that the rate of filter circulation has a lot to do with the rate of water-soluble-soil removal which can be expected. We set out to see just what effect the flow rate of the solvent through the system would have upon the redeposition observed. We had just assumed that the greater the filter circulation, the more effective the drycleaning. Actually, the situation is not that simple.

Our studies of this phase, on rayon, wool and cotton, show that when there is no filter circulation, the redeposition in all cases is higher than under any other conditions. This is a good reason to avoid a batch run in a charged system.

The redeposition drops off sharply even with a little filter circulation. We ran several loads with the filter circulation at only five changes per hour. This is a figure at which you might well operate if your filters are partly

clogged, or if your pump is going bad, or if there is some constriction in your circulating system. Even at five changes per hour, the redeposition is much less than it was at zero changes per hour.

The studies show that as you increase filter circulation, up to a point, you are helping yourself to cut down redeposition. Eventually you get to a point of diminishing returns. The optimum filter circulation seems to be some place in the neighborhood of 15 changes per hour.

Remember, this is only from the redeposition viewpoint. We found out that at five changes per hour, the water-soluble-soil removal suffered badly because the moisture never got up to the solvent-relative humidity for which our control device was set. On subsequent loads we added some moisture directly to the washer for the sake of keeping the filter circulation low and still getting up to the 75 percent solvent RH that we are aiming for. When we did this, we found out that the redeposition increased, as the soil removal increased.

There is another interesting little thing that came to light in this study. We have found many if not most cottons have some kind of a resin finish on them and there is a big difference in redeposition between the treated and the untreated cotton. This might explain the situation which occurs when two light cotton garments are drycleaned in the same load, and one comes out bright and the other comes out dingy. It might just be a difference in the resin finish. When we discuss the drycleaning of cottons, this factor of chemical finishes will have to be considered.

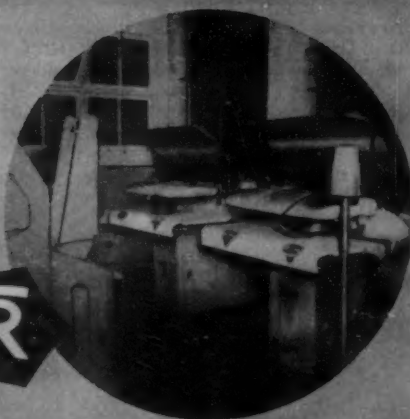
With the continuing emphasis on drycleaning quality, we cannot ignore anything as important as redeposition. Inasmuch as cotton is a bad actor on redeposition, and two-thirds of the fabric consumed in this country is cotton, if we are going after that untapped market the drycleaning problems surrounding the cleaning of cotton will have to be faced and understood. Certainly, redeposition is one of these problems.

In the year ahead, we will continue our efforts to understand redeposition, and to direct some of our efforts toward the drycleaning of cotton. Your research department at NID is interested in expanding the market for drycleaning by making it possible for drycleaning to compete in a changing economy. We intend to redouble our efforts so that our industry does not fall behind and does not get lost in the tremendous new developments which are undoubtedly in our future. # #



NEW BRITAIN CLEANERS...

USE



AIR COMPRESSORS

They Don't Gamble on Their Compressed Air Supply

The New Britain Cleaning Corporation, a busy chain of Connecticut cleaners, use Brunner air compressors for dependable air supply.

New Britain Cleaners' volume demands a constant air supply even at maximum usage. The new Brunner constant speed unloader arrangement eliminates costly "start-stop" operation. Compressor design changes insure clean air delivery.

The new Brunner air compressors are specially designed for dry cleaning and laundry equipment use . . . in sizes from 1/2 to 20 H.P.; both horizontal and vertical types.

Write for compressor recommendations in Dry Cleaning and Laundry use.

**IF YOU USE AIR,
YOU'LL DO BETTER
WITH BRUNNER**



You'll find two of these 5 H.P. Brunner air compressors on the job at the above West Main Street location in New Britain, Connecticut.

BRUNNER DIVISION

DUNHAM-BUSH, INC.

UTICA, NEW YORK

NEWS

FROM THE ALLIED TRADES

Dallas Firm Receives Davies-Young Award



To honor the outstanding work of Dallas Tailor and Laundry Supply Company, Inc., Dallas, Tex., the Davies-Young Soap Co., Dayton, Ohio, presented the firm with a certificate of distinction. Shown making the award is Morris Friedlander (center), sales promotion manager for Buckeye

drycleaning products. Dallas officials (left to right) Fritz Wolf, vice-president; I. D. Geeteh, president; Hy Zelasny, sales manager, and Henry Miller, treasurer, were on hand to receive it.

Mr. Friedlander stated that the award was one of the first presented to a leading jobber.

He has been assigned to Queens, Nassau and Suffolk Counties in Long Island, N. Y.

Mr. Bouchane has been assigned to cover counties in northern and central Ohio. Formerly he was a sales technician for a leading chemical company, served as manager of the laundry department for Pan-

torium Cleaners, Dayton, Ohio. He was also associated with a supply company, with Excelsior Laundry of Cincinnati as personnel supervisor, and Ideal Laundry of Norfolk, Va., as a supervisor. Mr. Bouchane was graduated from the laundry school of the Ohio Mechanics Institute.

Comparison Test Sparks Sanitone Promotion



As part of its spring advertising and promotion campaign, Sanitone will feature the "see and feel" counter display shown here. The display contains twin swatches of identical fabric, one Sanitone - drycleaned 50 times, the other brand-new, and offers concrete evidence that good drycleaning does not harm fabrics. The idea is drawn from the successful results obtained in a similar comparison test Sanitone made on two bolts of suiting materials.

To obtain maximum satisfaction, advertising copy will advise consumers to entrust garments to the "expert care of the Sanitone drycleaner."

Junior page ads in *The Saturday Evening Post* and the *Ladies Home Journal* will portray the "two-suit" test visually, under the headline, "Which Easter Suit is Brand New . . ." Easter ads are scheduled for the *Ladies Home Journal*.

Sanitone cleaners have been furnished with the illustrated counter display featuring the two mounted swatches. Local newspaper ads, direct-mail pieces, button tags, demonstration swatch folders for route salesmen, radio and TV materials and other sales aids will be included in a merchandising kit.

To secure additional informa-

tion write to Sanitone Division, Emery Industries, 4200 Carow Tower, Cincinnati 2, Ohio.

Caled Assigns Work



WILBER WORK

Caled Products Co., Inc., Brentwood, Md., has added Wilber Work to its staff as sales and service representative for the area including Minnesota, North Dakota and parts of South Dakota.

Mr. Work has been affiliated with the drycleaning industry for 15 years. A graduate of the general course at the National Institute of Drycleaning, he has been a plantowner and a jobber salesman.

Prosperity Assigns Three Representatives



LARRY S. ROWE

The Prosperity Co., Syracuse, N. Y., has named three new direct factory sales representatives.

Larry S. Rowe will cover the Atlanta district, William Grossman the Jersey City district and William F. Bouchane the Rochester, N. Y., district.

Mr. Rowe was a partner in Rowe's Laundry & Cleaners, Hickory, N. C., and is a graduate of Lenoir-Rhyne College. His territory includes the western portions of North Carolina and West Virginia and eight counties in eastern Tennessee, which were formerly handled by D. A. Jones.

For several years Mr. Grossman operated one of the largest laundry and drycleaning plants in Buffalo, N. Y. He served as sales engineer and district sales

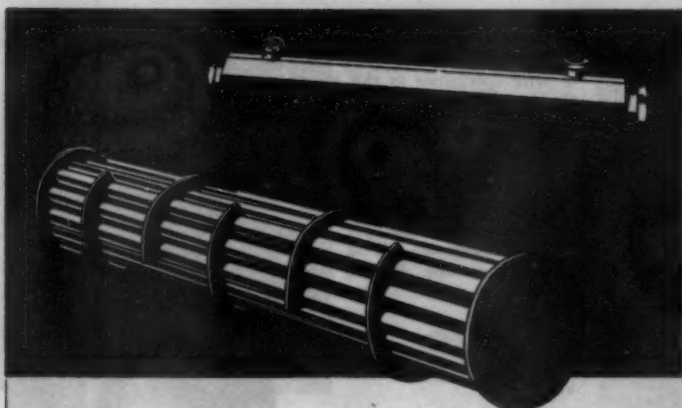


WILLIAM GROSSMAN



WILLIAM F. BOUCHANE

manager in New York, New Jersey and the New England states for a national laundry and drycleaning equipment distributor.



**Install a VARA
Solvent Cooler now to
cool your solvent!**

VARA
and Son, Inc.

HOT SOLVENT

causes: Wrinkling • Shrinking • Spotting • Color loss • Slower finishing

Solvent costs soar when solvent temperatures rise, causing losses in dollars in excess of the cost of a solvent cooler. Hot petroleum solvent also presents a serious fire hazard. Weight—18½ lbs., overall length—26¼", 2" solvent outlet and inlet lines, ¾" coolant outlet and inlet lines, illustrated model for filters up to 5000 gph capacity. This unit also serves as a solvent heater when installed as instructed.

Only \$114.50
F.O.B.

53 CLARK STREET,
HAMBURG, N. Y.

Butler Establishes Survey Analysis Department



HOWARD J. MARTIN



NOEL L. COOPERIDER



GEORGE SCHLEMMON

The Survey Analysis Department staff maintains and handles pertinent information, facts and figures related to the dry-cleaning industry. This staff has thoroughly schooled and trained the Butler force in making comprehensive, detailed studies of every phase of any existing dry-cleaning business, large or small. Their survey of specific situations is reviewed by appropriate members of the Survey Analysis Department and specific recommendations are made to fit individual opportunities.



BART QUIRK



GARY SHEPPARD



LARRY KRATOFIL

Howard J. Martin, Dry Cleaners Equipment Division sales manager, Butler Manufacturing Company, Kansas City, Mo., has announced the formal organization of the Butler Survey Analysis Department staff.

The staff is composed of six directors, each qualified and ex-

perienced in his respective phase of the business. They include Howard J. Martin, director and coordinator of the Survey Analysis Department; Noel L. Cooperider, director of equipment technology, service, installation and maintenance; George Schlemmon, director of

finishing room layout, production and workflow; Bart Quirk, director of location analysis and package plant expansion; Gary Sheppard, director of complete plant cost ratios analysis; and Larry Kratofil, director of advertising and sales promotion.

Divco Dealers Convene

Divco truck dealers from 48 states, Canada and many foreign countries met in Detroit recently for the launching of the 1958 selling activities of Divco Truck Division, Divco-Wayne Corp.

Newton Glekel, president of the corporation, gave the keynote address, reviewing the recent progress made by Divco in production, engineering and marketing, and predicted expansion into additional fields, as well as deeper penetration of present markets.

G. B. Muma, Divco president, reported that 1958 orders are running well ahead of the corresponding period of a year ago and forecast continuing sales growth for the division. Others who addressed the meeting were Frank Hall, executive vice-president of the corporation; I. G. Brown, corporation vice-president of sales; Roy H. Sjöberg, vice-president of sales for the Divco Truck Division; Holmes Collins, division operations manager, and Dudley

Starr, public relations and advertising manager of the corporation.

A highlight of the meeting was a tour of the Divco plant where dealers were shown the newest Divco models and

equipment. Advanced products of the Wayne and Miller-Meteor divisions were also exhibited. Special guests at the plant included specialists in the fields of automotive engines, transmissions, tires and refrigeration.

National Marking Elects Officers



E. H. EARNSHAW, JR.

Election of E. H. Earnshaw, Jr., as president, Leonard S. Smith, Jr., as chairman of the board and treasurer, and Leonard S. Smith III, vice-president and secretary, has been announced by the National Marking Machine Company, Cincinnati, Ohio.

The company was founded in 1904 by the father of Leonard S. Smith, Jr. Mr. Smith joined the firm in 1916 and has served as president since 1929.

A graduate of Yale University, Mr. Earnshaw joined National as vice-president and general sales manager in 1948. In addition to his new responsibilities as president, he will continue as general sales manager.

Mr. Smith III graduated from Princeton University and joined the company in 1948. He has previously been secretary, treasurer



LEONARD S. SMITH, JR.



LEONARD S. SMITH III

and assistant sales manager. In addition to his new responsibilities as vice-president, Mr. Smith will continue as assistant sales manager.

Vic To Continue Service Schools



Because of the success of its service schools, a project begun as an experiment last year, Vic Manufacturing Co., Minneapolis, Minn., plans to make these classes a permanent part of its year-round program. These schools are conducted for the purpose of instructing jobbers and their salesmen on the operation of all Vic units.

Remedying and replacing assemblies and the repairing of any type of faulty operation are included in the instruction. Complete information on solvent temperature control, the proper use of heat exchangers, solvent coolers and water chillers is given. Every phase of single-bath cleaning, two-bath cleaning, recovery, distillation and muck cooking is discussed.

Classes are limited to six men, so that each can have individual instruction. As a part of the course the men are also taken on a tour of the Vic plants.

The photograph shows the students who participated in the first course examining a Vic unit.

Risdon Promotes Pearson

New assistant sales manager of wire specialties in the Wire Goods Division of The Risdon Manufacturing Co., Naugatuck, Conn., is Richard P. Pearson. Mr. Pearson's sales responsibilities will include laundry and drycleaners supplies plus formed-wire specialties.

Mr. Pearson has been connected with the Risdon specialty sales department since 1951.

Statewide Represents Washex

Statewide Machinery Incorporated, Rochester, N. Y., will serve as a representative for Washex Machinery Corporation, Brooklyn, N. Y., according to an announcement made by J. B. Diepenbrock, Washex vice-president, sales. Statewide Machinery, which will provide sales and service in New York State, was formerly known as U. S. Hoffman-Machinery Distributors of Upper New York State.

With the addition of the complete Washex line, including petroleum and synthetic drycleaning machines, tube filters and the new Washex combination washer-extractor for laundry, Statewide is now able to give equipment recommendations to suit the requirements of every plant.

Forse Names Rinn



SHERWOOD E. RINN

Appointment of Sherwood E. Rinn as drycleaning products sales manager has been made by Forse Corporation, Anderson, Ind. Mr. Rinn was named to that position to head Forse-Elrod drycleaning equipment division. He has had an extensive background as a former sales executive with a prominent equipment manufacturer as well as interests in conveyor manufacturing. Mr. Rinn has also operated his own cleaning plant for many years.

Mr. Rinn's appointment, Forse announces, is another step in the firm's expanded sales and service program.

NEW PRODUCTS AND LITERATURE

Continued from page 57

Chemicals Corporation, Philadelphia, Pa. Major classifications of the chart are processing, dry-side spotting, wet-side spotting, specialized stains and directions for mixing spotting formulas.

The chart is punched for hanging in a convenient location above or near the spotting bench.

Copies are available from the Laundry and Dry Cleaning Department, Pennsalt Chemicals Corp., 3 Penn Center, Philadelphia 2, Pa.

Speedy Bag Packager



A new model Speedy Bag Packager allows operators to load freshly laundered shirts with the collar inside the polyethylene bags. Designed by the

Errich International Corporation, the machine can handle bags of different construction and specification without changeover of accessories.

In the Speedy Bag Packager, Model 91R-12, air, generated by a squirrel cage blower, is forced over the baffle plates in such a way that the top bag in the bag reservoir, which holds up to 75 bags, is opened for filling, while at the same time, the next bag is made ready (pre-conditioned).

Delays caused by the refusal of the polyethylene bags to open, called "static block," are minimized because the machine is chiefly made of plasticized corewood. All necessary metal parts of the machine are grounded to further minimize the magnetic static in polyethylene that could interfere with bag-opening production.

The packager is said to open up to 1,000 flush-ended bags per hour or 1,200 lip-type polyethylene or paper bags per hour.

For complete information write to Errich International Corporation, 5 E. 35th St., New York, N. Y.



NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

Also available, Deluxe Scale Basket, Up to 150 lbs. capacity... **\$129.50**

NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

With stand add **\$15.00**
Scale alone **18.00**
Basket alone **22.00**

If your jobber cannot supply you write us direct.



NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

PEOPLE AND PLACES

NORTH WEST



A grand opening was held recently at Peacock Cleaners in its new drive-in at 1705 State St., Salem, Ore. The firm's previous location at 485 Center St. will be retained as a pickup station.

Mr. and Mrs. Ray Brush have purchased Pantorium Cleaners, Crawford, Neb. The former owners, Mr. and Mrs. Ed Jordan, purchased a drycleaning establishment in Miles City, Mont., several months ago.

Rawlinson's, drycleaning establishment with headquarters in Portland, Ore., has opened its tenth pick-up branch, in the Lake Oswego Village Shopping Center. Other units are located in several shopping centers in the greater Portland area.

Dres Well Cleaners, E9018 Frederick, Spokane, Wash., has been purchased by Lloyd C.

Clairmont and Clarence F. Brannon.

My Cleaners, Sioux Falls, S. D., has opened a branch in the Park Ridge Shopping Center, according to Arve D. Peterson, president.

Plans have been announced for a drycleaning establishment to be housed in a shopping center at Liberty Rd. and Cunningham Lane, Salem, Ore. Opening of the new center is scheduled for about September 1.

Alan Nelson has purchased Fancher's Dry Cleaners, Parker, S. D., from Rex Fancher, and will operate the establishment under the same name.

Lakeside Cleaners, W. 215 Broadway, Moses Lake, Wash., has been reopened under the management of Fred Anderson,

who is leasing the firm from owner Virgil Jackson.

Ben Meidinger and Robert Walth recently opened Wishek (N. D.) Cleaners, at 402 Beaver Ave.

Mr. and Mrs. Elmer Reynolds have purchased Myrtle Creek

(Ore.) Cleaners from John Meier. Mr. Reynolds also operates Winston Cleaners.

Mike and George Means have announced the dissolution of their partnership in Means Cleaners and Launderers, Yankton, S. D. Mike has purchased George's interest in the business.

NORTH EAST



Glamour Cleaners has been opened in the Roxbury Shopping Center, Dover, N. J.

Raymond Cleaners will occupy space in a building at 860 Scarsdale Ave., Scarsdale, N. Y.

New drycleaning equipment has been added at Penn One Hour Cleaning Co., Frankstown Rd., Eastwood, Pa. This is the second time that the cleaning establishment, which was opened in 1952, has up-dated its equipment.

Tops Drive-In Cleaners has opened a new plant on Albany

Ave., Kingston, N. Y., it was reported recently. Vincent P. Burns is general manager.

Mr. and Mrs. Frank Seufert have purchased Lakes Martinizing Cleaners, Interlaken, N. Y., from Morris Brown.

The formal opening of a new drycleaning establishment, located at 82 Roosevelt Ave., Carteret, N. J., was held recently by Charles Bensky, Allen Engel and Mrs. Philip Husid.

Lawrence 3-hour Cleaners, 7 Arnold Ave., West Babylon, N. Y., has been completely

press ALL fabrics in COMPLETE SAFETY

with Gross Star TRIPL-SAFE Grid Plate or Gross Star TRIPL-SAFE perforated hot head plate

YES! Perfect heat at head for synthetics, silks, wools, cottons, any known fabric—with clouds of steam and NEVER a jet.

Triple Filtering cuts heat, ends jetting, stops nickel marks.

Scientifically Mapped Surface

is part of the plate, can't wear off—will NOT SHINE any fabric.



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LOW COST TRIPL-SAFE GRID PLATE

Under 46" **\$29.75**
Over 46" **\$38.75**
Mushroom **\$21.75**

Single Plates Still only
Under 46" **\$16.85**
Over 46" **\$21.75**
Mushroom **\$12.50**

From Your Jobber—insist on this famous nameplate

GROSS STAR TRIPL-SAFE GRID PLATE

PATENT APPLIED FOR L. BEHRSTOCK CO. WITH BUILT IN STEAM FILTER
1708 S. STATE ST. CHICAGO 16, ILL.



Qualitex PAD AND COVER

with the new

Sun Glow
cover

All covers, on the Qualitex Pad and Cover, are now made of newly developed Sun Glow Fabric. Thorough testing proved Sun Glow Fabric will deliver better pressing than any other known press cover material. It costs no more . . . and lasts much longer. Guaranteed for minimum 4 months' service.

order from your jobber today

Quality products company

5760 West Grand Avenue
Chicago 39, Illinois

AUTOMATIC SHOE SHINE MACHINE proves Business Builder

Drycleaners everywhere report excellent public relations results from use of the "Boot Valet," inexpensive electric call office shoe buffer. Offered as a free service to customers, the "Boot Valet" is a real sales builder. All chrome and beautifully styled, the simple plug-in machine spins a fine lambs wool brush with a silent oil-less 110 volt A. C. motor. Fully guaranteed, engineered for years of service, "Boot Valet" is only \$29.50 FOB New Jersey. Extra brushes \$3.00 each. Enclose check with order to S. A. Kalter Company, 383 Bloomfield Avenue, Caldwell, New Jersey.



BOCK-O-MATIC 85 85 LB. (DRY WT.) CAPACITY

- SELF-BALANCING
- FLUID DRIVE
- OVER 1625 RPM
- DEEP 30" BASKET
- FULLY AUTOMATIC

SEE YOUR DEALER FOR DETAILS

BOCK
LAUNDRY MACHINE CO.
TOLEDO 2, OHIO



10, 15, 25, 50, 85 LB. EXTRACTORS

renovated, it was reported by Ralph Grasso, proprietor.

Taft Cleaners has opened its 105th unit on Route 27, Colonia, N. J. The firm, which is celebrating its twenty-fifth anniversary, has its main plant in Irvington.

Klines Dry Cleaners has been moved to a new location on Madison and Barnett Sts., Brookville, Pa. Bernard E. Kline is the owner.

New shirt finishing equipment has been installed in Morrisville (N. Y.) Dry Cleaners.

NORTH CENTRAL



Sanitary Cleaners, 345 N. Maple St., Bowling Green, Ohio, has installed a new finished-garment conveyor, it was announced by Ben Segal, owner.

A new drycleaning establishment was scheduled to be opened on Milton St., Wadsworth, Ohio.

A new addition and drycleaning unit have been added at Nystrom Cleaners, 1027 Lake Ave., Ashtabula, Ohio. Don Jaskela and Risto Niemi are the new owners.

D. O. Summers of Cleveland, Ohio, has opened its 68th unit, in the new Solon Square Shopping Center in Solon.

A grand opening was held recently at Amiot's enlarged drycleaning plant at 2461 Fort Wyandotte, Mich.

Leonard M. Shertzer, vice-president in charge of production for Fenton-Wuerdeman-Thayer Cleaning and Dyeing Co., Cincinnati, Ohio, has retired after 45 years with the company.

SOUTH WEST



Mr. and Mrs. Francis J. Porro have purchased the interest of their former partners, Mr. and Mrs. John Pietronave, in Willets (Calif.) Cleaners, 38 S. Main St.

A grand opening was scheduled recently at the new quarters of Star Cleaners at 709 W. Chestnut St., Dodge City, Kans., by owner Walter Gillogly.

Glen S. and Marjorie Kellogg have announced plans to purchase Santa Anita Cleaners, 808 S. Baldwin Ave., Arcadia, Calif., from Lawrence and Dovie J. Anderson.

Mrs. Bob Marshall and Mrs. Beth Kachuk recently opened Delta Cleaners at 22 Main St., Rio Vista, Calif.

Fanset Cleaners and Dyers has opened a new outlet in a newly constructed building at 2111 Verdugo Blvd., La Canada, Calif. Fanset's expansion on the eve of its forty-fifth anniversary has given it two plants and five retail outlets.

Ted Levey, president of Flair Stores, Inc., Los Angeles, Calif., has announced the appointment of Ted Rosen as general manager. Flair Stores are located throughout the San Fernando Valley as well as East Los Angeles, with several new units to open in the near future.

Craig (Colo.) Cleaners, 532 Breeze St., has purchased City Laundry and Drycleaners, according to a recent announcement by K. E. Loyd.

Mr. and Mrs. Amos B. Tarwin have purchased Owl Cleaners, Reedley, Calif., from Mr. and Mrs. A. H. Ballard. Mr. Tarwin had been employed by Owl Cleaners in Fresno.

Laurel Cleaners and Laundry has been opened by Helen Frazier at 461 Laurel St., Belmont, Calif.

Jack and Ann Mesirow have purchased Fair Rose Cleaners, 7911 Melrose Ave., Los Angeles, Calif.

NATIONAL CLEANER & DYER

MONEY BACK GUARANTEE!

feel-tex

... is the easy way
to finish Orlon-Dynel
fur-like pile fabrics
**IN YOUR OWN
TUMBLER,**
after dry cleaning.

\$23.00 BUYS ALL YOU NEED FOR 64 GARMENTS

SEE YOUR JOBBER OR WRITE DIRECT

FUN-FEEL CORP., 231 Eagle St., Brooklyn 22, N. Y.



GET THE FACTS ON a NEW Drapery Process

Adjust-a-drape

(REGISTERED - PATENTED)

is the only drapery process that can offer you . . .

- Guaranteed correct length
- Measuregraph control
- Decorator-fold finishing

Adjust-a-drape franchises now avail-
able to qualified petroleum solvent plants—WRITE

Morey Seldin Machinery Corp.

5999 EAST 56TH STREET

INDIANAPOLIS, INDIANA

SOUTH EAST



Klutz Cleaners, Concord, N. C., has been purchased by Owen B. Boone. The new owner was associated with his father, C. G. Boone, in the drycleaning and laundry business in Albemarle.

A drycleaning establishment was scheduled to be opened by Mr. and Mrs. Bill Worman at 823 Main St., Safety Harbor, Fla.

Work has been completed on an additional cleaning and finishing plant for Kolb's Cleaners at 2933 N. State St., Jackson, Miss., according to owner Philip Kolb. All new equipment has been installed.

French Unique Cleaners of Alexandria, La., has taken over ABC Cleaners at 1321 Military Highway in Pineville. This was part of a transaction which transferred three units of ABC to French Unique. The new addition gives French Unique a chain of five stations in the two cities.

Hugh F. Landrum, operator of a drycleaning establishment on W. Frederick St., Staunton, Va., for 27 years, is closing his business and plans to go into semi-retirement.

Sunset Cleaners was scheduled to open in the Mallard Bldg., 2623 S. Front St., Wilmington, N. C. The establishment is to be operated by R. S. Horrell.

Dodge Cleaners, 1912 Broadway, Nashville, Tenn., has opened a branch at 350 Murfreesboro Rd. J. W. Johnson is the owner.

Utopia Cleaners and Dyers, Inc., Birmingham, Ala., recently celebrated its fortieth anniversary. The firm, organized in 1918 with only one press and one employee, now has seven plants, 30 branches and over 250 employees.

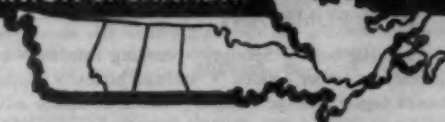
Paul Locklear has become a partner with R. T. Williams in Progressive Cleaners, Albertville, Ala.

A formal opening was held recently by Mr. and Mrs. George Price at DeLuxe Cleaners in its new quarters on Emma Ave., Springdale, Ark.

Suburban Drive-In, drycleaning and laundry establishment, was

opened recently at 630 S. Washington St., Alexandria, Va. The firm is owned by brothers Seymour Faigen, president, and George, vice-president, who are associated with their father, Harry, in two other cleaning establishments in the city.

DOMINION of CANADA



Johnny-on-the-Spot has opened a location at Davie and Burrard Sts., Vancouver, B. C. The new branch of the firm is managed by Mrs. I. Cameron.

William Schwartz is the new proprietor of Durham (Ont.) Dry Cleaners. Previous owner was Neil McInnes. Mr. Schwartz is a drycleaning graduate of Central Technical School in Toronto.

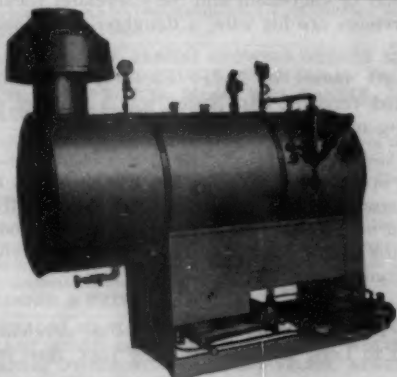
An addition is to be constructed at Keith's Cleaners & Dyers Ltd., 322 Geary Ave., Toronto, Ont.

Minoru Nishi has announced the opening of Towne Cleaners

Ltd., Kitimat, B. C. A formal opening was held on January 22 at which time the Mayor of Kitimat and the president of The Aluminum Co. of Canada viewed the modern equipment.

Reliable Dry Cleaners, 600 Ontario St., Stratford, Ont., is now under the management of Frederick J. Clarke, a graduate of the NID.

Towers Cleaners & Cold Storage Ltd., has opened a new outlet, at 302B Talbot St., St. Thomas, Ont., as part of its twenty-fifth anniversary celebration. The original plant at 107 Ross St. is still in use.



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Vertical tubular
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Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

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Dealers & Distributors most everywhere

ARROW COVER-N-PAD

Guaranteed to last
a minimum of 4 months

your very Best Buy

One complete unit, giving you both a cover of U. S. Rubber no-burn ASBESTALL and Arrow's special formula, high heat-resistant foam rubber GREEN SPONGE PAD. Together in one installation you get a cover that stands up longer to heat and can be cleaned on the press, AND a pad with free flow construction for longer life.

Now available in the new nylon

Order From Your Jobber Today or Write Direct

ARROW MANUFACTURING COMPANY

2924 Terrace St.

Kansas City, Mo.

STORAGE VAULT, FUR AND SYNTHETIC CLEANING SUPPLIES

Haertel's Storage Vault and Fur cleaning supplies
put added profits in your till.

- FUR SHEEN CLEANER for furs and pile coats
- POLAR SHEEN process for finishing
- FUR CLENE cleaning fluid
- TRI-X FUMIGANT

and Cleaning bags • Sponges • carding brushes • coat hangers
• garment number guides • storage boxes • button covers •
garment tags • storage receipts • and a complete advertising kit.

WALTER HAERTEL COMPANY

2840 Fourth Avenue South, Minneapolis 8, Minnesota

MEETINGS SCHEDULED

April 12 and 13—Laundry Owners & Drycleaners of North Dakota, Annual Convention, Jamestown.

May 3 and 4—Dry Cleaning Association of the Dakotas, Annual Convention, Mitchell, South Dakota.

May 14, 15, 16, 17 and 18—Laundry and Cleaners Allied Trades Association, Annual Convention, Sun Valley, Idaho.

May 15, 16 and 17—Idaho State Launderers & Dry Cleaners Association, Annual Convention, Owyhee Hotel, Boise, Idaho.

May 17 and 18—New Hampshire Laundry & Cleaners Association, Annual Convention, Eastern Slopes Inn, North Conway.

May 29, 30 and 31—Laundry Owners & Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, Annual Convention, Havre Hotel, Havre, Montana.

June 4 and 5—Georgia Launderers and Cleaners Association, Annual Convention, Biltmore Hotel, Atlanta.

June 5, 6 and 7—Pacific Northwest Launderers & Dry Cleaners Association, Annual Convention, Empress Hotel, Victoria, British Columbia, Canada.

June 13, 14 and 15—California Drycleaners Association, Annual Convention, LaFayette Hotel, Long Beach.

OBITUARIES

James Philip Allison, 60, operator of Paisley Dyers and Cleaners, Nanaimo, British Columbia, Canada, died recently. Surviving are a brother and sister.

Lee Breaux, 53, former co-owner of Breaux and Dionne Drycleaners, New Iberia, Louisiana, died recently after a brief illness. Mr. Breaux is survived by his wife, two sons and a daughter.

Ernest Bruder, 76, president of Dubois Dry Cleaning Company, Winnipeg, Manitoba, Canada, died recently in St. Petersburg, Florida. Mr. Bruder was a member of Prince Rupert Lodge and past president of the Swiss Benevolent Society. Surviving are his wife, two sons and three daughters.

Julius Daniel, 60, partner in Ermine Cleaners, Highland Park, Illinois, died recently. He was a past president of the Chicago Dry Cleaners Association, and a member of the Chamber of Commerce in Highland Park. Survivors are his wife and daughter.

Samuel DeRefler, 60, owner of Qualified Cleaners & Dyers, Inc., Mt. Vernon, New York, died recently. Surviving are his wife, son and three daughters.

Robert D. Hallett, 73, proprietor of Uwanta Cleaners, Mobile, Alabama, died recently. Mr. Hallett was a member of the Mobile County Board of Tax Equalization and of the Loyal Order of Moose. Surviving are two sons and three daughters.

Harry F. Harbaugh, operator of a drycleaning establishment in Dover, Ohio, died recently. Mr. Harbaugh operated the business for over 41 years. He served as a sectional vice-president of the Ohio Drycleaners Association in 1934 and 1935, three years as a trustee, in 1939 was elected vice-president, and in 1941 was elected president. The business will be carried on by Mrs. Nancy Harbaugh and his daughter and son-in-law, Dick and Emma Louise Reifert.

Harry B. Levine, 63, operator of South Euclid (Ohio) Cleaners died recently. He was one of the founders of the Dry Cleaners Guild of Cleveland and the Cleveland Cleaners Institute. Survivors are his wife, a daughter and a son.

Roy L. Nisley, 60, owner of Nisley Cleaners & Tailors, Toledo, Ohio, died recently. Mr. Nisley was a member of the Elks. Surviving are his wife and daughter.

Max Tucker, 60, operator of a drycleaning establishment in Paterson, New Jersey, for the past 20 years, died recently. Mr. Tucker was a member of the Independent Brotherhood of Paterson and the Tenth Avenue Citizens League. Surviving are a daughter and two sons.

Ignatz Wohl, 74, retired founder of I. Wohl, Inc., drycleaning establishment in Long Island City, New York, died recently in Miami.

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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No back accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

EXCLUSIVE drycleaning business, well equipped. Good lease including living quarters, excellent for couple. **TOP** prices (suits \$2.50 up, ladies suits \$4.50 up, ladies coats \$12.50 up, sweaters \$1.50 up). Cash-and-carry, sacrifice, due to illness \$5,000 cash or \$7,000. Easy terms, retiring. Exclusive Cleaners, 606 South Main Street, Santa Ana, California, Phone Kimberly 3-7977. **8214-2**

Missouri county-seat town near Ozarks. Well-equipped solvent plant, gross \$15,000. Ideal for couple, health forces sale. Quality Cleaners, 117 E. Jefferson, Clinton, Mo. **8293-2**

For sale: Cleaning plant in thriving Oregon town. Air base under construction, other major industries soon due, \$30,000 gross at \$1.75 prices, good lease, well worth \$16,500. \$5,000 down with easy payment. Mr. E. L. Blevins, 129 S. Seventh St., Klamath Falls, Ore. **8343-2**

California central valley, combination 4% solvent drycleaning, laundry and linen supply. Volume \$80,000 annually, increase 10% yearly. Two parcel deliveries and equipment excellent condition. Ample floor space, long building lease or sale. Owner retiring. **ADDRESS: Box 8308, NATIONAL CLEANER & DYER.** **-2**

Modern downtown drycleaning plant in active fast-growing desert town. 1956 gross \$38,000 with above-average net. Business priced at \$50,000 with long-term nominal lease. Business and property \$75,000. Book value of equipment exceeds cost. Terms available to qualified buyer. Write Vernon M. Rees, P. O. Box 816, Blythe, Calif. **8379-2**

Modern, well-established drycleaning, laundry and storage plant doing quality work in industrial New England city, center of a large trading area. **REAL OPPORTUNITY** for younger man interested in insuring a good future by ownership of his own business. **ADDRESS: Box 8374, NATIONAL CLEANER & DYER.** **-2**

DUE TO OTHER INTEREST, WILL SACRIFICE A BEAUTIFUL, MODERN, DRYCLEANING PLANT, IN ARTISTIC ROGUE RIVER VALLEY, ON HIGHWAY 99, 25 MILES FROM CALIFORNIA BORDER. COMPLETELY EQUIPPED, AIR-CONDITIONED, AMPLE PARKING SPACE IN SHOPPING CENTER. BUILDING AND PLANT NEW, FIVE YEARS AGO, AMPLE VOLUME, GOOD LONG-TERM LEASE ON BUILDING. PRICE ONLY \$19,999.99. GRAB THIS WONDERFUL OPPORTUNITY AND BE SET FOR THE NEW BOOM. TOM SHRADER, 1988 TABLE ROCK RD., MEDFORD, OREGON. **8404-2**

DRYCLEANING and LAUNDRY DRIVE-IN, main thoroughfare. Fastest growing section of METROPOLITAN WASHINGTON, D. C. Ten-million-dollar missile plant being built within a few blocks. \$100,000 gross sales. Building 90 x 100, adjoining lot 50 x 220 ft. from street to street. An open invitation to triple volume. Owner retiring. \$130,000 including property. Terms to responsible people. **ADDRESS: Box 8426, NATIONAL CLEANER & DYER.** **-2**

SOLVENT PLANT, FASTEST GROWING DISTRICT EAST OF LOS ANGELES, NEAR ORANGE COUNTY. GROSS \$140,000 YEAR. FOUR CALL OFFICES, THREE ROUTES. \$20,000 WILL HANDLE. ADDRESS: Box 8427, NATIONAL CLEANER & DYER. **-2**

Well-established fur and bridal business located in the beautiful Ozarks. Modern building, large vaults, park-in facilities and top location. Write for photo and particulars. Grace Company, 854 S. Glenstone, Springfield, Missouri. **8428-2**

Plant for sale—Chicago metropolitan area, 30 miles from Loop. Solvent plant doing \$100,000 a year. Established over 30 years, same owner. Reason for selling—retiring. Will sell with or without property. Terms can be arranged with responsible party. **ADDRESS: Box 8430, NATIONAL CLEANER & DYER.** **-2**

BUFFALO, N. Y., ONE-HOUR SYNTHETIC MODERN DRYCLEANING PLANT. GOOD LOCATION, DOING GOOD VOLUME. ALL CASH-AND-CARRY. OWNER RETIRING. PRICE \$22,500. ADDRESS: Box 8431, NATIONAL CLEANER & DYER. **-2**

FOR SALE: Complete drycleaning plant located central Massachusetts. Ideal for anyone. Weekly volume \$400-\$500. Must sacrifice. No offer refused. **ADDRESS: Box 8432, NATIONAL CLEANER & DYER.** **-2**

Central Indiana: Modern cleaning plant, with shirt laundry. Gross last year \$140,000, two routes, five stores, including laundrette. Owner has retired and wants to sell out. \$50,000, \$10,000 down, long-term lease on building with option to buy or will sell real estate. **ADDRESS: Box 8455, NATIONAL CLEANER & DYER.** **-2**

CAPE COD, MASS. Drycleaning plant and self-service laundry, 285' frontage on state highway. Lovely 6-room home included—illness forces sale. Write M. M. Walsh, Box 106, Dennis, Mass., or telephone DEnnis 225. **8463-2**

FOR SALE: Drycleaning and laundry plant, will sell at depreciated value of equipment plus stock, long lease, terms, Wisconsin location. Volume \$58,000. Health reason for selling. **ADDRESS: Box 8464, NATIONAL CLEANER & DYER.** **-2**

MUST SELL IMMEDIATELY: Modern drive-in, quality plant in northeast Ohio. Same owner 34 years. Large cold storage vault, shirt laundry, hats. Building 52' x 100' valued at \$75,000. New Butler solvent machine in January. Business over \$110,000. Sudden illness. Asking \$125,000 complete or business only \$75,000. Make offer, will finance. **ADDRESS: Box 8467, NATIONAL CLEANER & DYER.** **-2**

LONG ESTABLISHED QUALITY BUSINESS owners wishes to retire. Package plant. Over \$30,000, annually—prices \$1.50 up. \$15,000 down—balance \$20,000 long terms. Three hours from New York. **ADDRESS: Box 8475, NATIONAL CLEANER & DYER.** **-2**



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Throughout the United States, the American Red Cross conducts the vital work of its ten major services — Disaster, Armed Forces, Veterans, Blood, Nursing, First Aid, Water Safety, Junior Red Cross, International Activities and Community Services. Your membership contributions keep these services going.

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AMERICAN RED CROSS

CLEANING PLANTS AND LAUNDRIES WANTED

WANTED TO BUY, LARGE CLEANING PLANT. ADDRESS: Box 8403, NATIONAL CLEANER & DYER. -1

STORES FOR LEASE

STORES FOR LEASE, 75-FOOT FRONT, CONGESTED NEIGHBORHOOD. NEAR PROJECT. OPPOSITE SAFEWAY. 949 through 973 OGDEN AVENUE, BRONX, NEW YORK. BERLIN, MOTT HAVEN 5-6740. 8466-16

BUSINESS OPPORTUNITIES

Drycleaning plant, modernly equipped, good cash-carry sales volume, 1,150 regular customers, Canton, Ohio, rent \$75, long lease, drive-in service, price \$17,500. Apple Co., 1856 Euclid, Cleveland, Ohio. 8473-11

DRYCLEANING PLANT—W. Texas. Net \$6,940. Oil-cattle-agriculture. Prosperous, growing city. Excellent opportunity. Write B-9990. LAUNDRY, S. E. FLORIDA. Large volume in growing area. Delivery truck. High gross. Low overhead. Ask \$37,000. Write B-10032. DRYCLEANING PLANT—S. E. Mississippi. Boom shipbuilding town 80,000. Cash-carry. Net \$6,000. A-1 location. Write B-10042. BUSINESS MART OF AMERICA, 5723 Melrose Avenue, Los Angeles 38, California. 8474-11

SITUATIONS WANTED

Experienced silk-wool spotter, quality work. Sober, reliable, married man, desires steady position. Northeastern states. ADDRESS: Box 8303, NATIONAL CLEANER & DYER. 8303-5

Manager's position wanted, in package plant if possible. Strictly sober, managerial experience, family man, age 42. Twenty-two years in the cleaning industry. ADDRESS: Box 8366, NATIONAL CLEANER & DYER. -5

ALL-AROUND MAN wishes job as SPOTTER and CLEANER in synthetic package plant, in California or Florida, will consider other states. N.I.D. graduate, 10 years experience, age 31. State salary and hours. ADDRESS: Box 8385, NATIONAL CLEANER & DYER. -5

Expert silk and wool spotter. 25 years experience in all phases of the industry. Can give you high quality work and production. Age 48, desires steady position. Good references. ADDRESS: Box 8422, NATIONAL CLEANER & DYER. -5

Synthetic and petroleum manager, spotter, cleaner—all-around maintenance equipment, etc. 18 years experience, age 39, married. ADDRESS: Box 8439, NATIONAL CLEANER & DYER. -5

PRODUCING MANAGER READY TO DELIVER TOP JOB. N.I.D. TECHNICAL, MANAGEMENT GRADUATE. WANT METROPOLITAN NEW YORK CITY OPPORTUNITY. ADDRESS: Box 8447, NATIONAL CLEANER & DYER. -5

SALES PROMOTION—PRODUCTION EFFICIENCY. Association wanted where increased sales and business efficiency are urgently needed. If you need this help, I can give it. 26 years laundry and cleaning background: manager—owner—analyst—production engineer—administrator—promotion and public relations. Desire climatic change. ADDRESS: Box 8456, NATIONAL CLEANER & DYER. -5

Want good steady job, drycleaner or silk wool spotter. Age 40, will go anywhere, money man. R. Long, 4155 Mitchell, Detroit 7, Mich. 8445-5

Partnership—Association, requiring no investment, wanted by manager. Background of 26 years broad experience as manager, expert cleaner and spotter, sales promotion. Prefer eastern Long Island, but will relocate for climate improvement. ADDRESS: Box 8469, NATIONAL CLEANER & DYER. -5

First-class cleaner and spotter wants position with reliable concern. 25 years experience. 10 years as plant superintendent. Best of reference. James K. Rorie, Rt. #1, House Springs, Mo. Phone ESsex 6-4809 (suburban St. Louis.) 8470-5

SUPERVISOR: 30 years experience, N.I.D. 1928, second generation in industry, diversified experience in production, training, supervision, age 48, married. Looking for sincerity and depth in individual and operation. Frank Hart, 207 Second Ave., Bethlehem, Pa. 8476-5

HELP WANTED

SPOTTER: MUST BE QUALITY SPOTTER AND KNOW ALL PHASES OF OPERATING MODERN WASHER-EXTRACTORS PETROLEUM AND SYNTHETIC. OPPORTUNITY FOR RIGHT PERSON TO BETTER HIMSELF. SOUTHERN OHIO. GIVE ALL DETAILS REGARDING SELF FIRST LETTER. ADDRESS: Box 8401, NATIONAL CLEANER & DYER. -7

Wanted—SPOTTER, experienced in high quality cleaning. Good job for right man. Plant located in midtown New York City. ADDRESS: Box 8457, NATIONAL CLEANER & DYER. -7

Wanted—YOUNG MAN, ALL-AROUND EXPERIENCE, for quality cleaning store in midtown New York City. ADDRESS: Box 8458, NATIONAL CLEANER & DYER. -7

PLANT MANAGER—RARE OPPORTUNITY for right man in a WELL-ESTABLISHED (35 years—one family), PROGRESSIVE petroleum plant. TOP REPUTATION FOR QUALITY WORK IN MIAMI, FLORIDA, AREA. Must have PROVEN RECORD in QUALITY operation of comparable size (\$850,000 annually). In applying please state age, family status, educational background, present employer, cleaning equipment and system utilized and present earnings. ADDRESS: Box 8471, NATIONAL CLEANER & DYER. -7

EXPERIENCED WOOL AND SILK PRESSER CAPABLE OF PRODUCING TOP QUALITY WORK, INSTRUCTING NEW EMPLOYEES AND ACCEPTING RESPONSIBILITIES OF FINISHING DEPARTMENT. RECOMMENDATIONS NECESSARY. NORTH LOUISIANA PLANT. ADDRESS: Box 8472, NATIONAL CLEANER & DYER. -7

SALESMEN-DISTRIBUTORS AVAILABLE

Well qualified manufacturers' representative located New York area, and covering all jobbers east of Cleveland, is interested in securing one additional established account, either supplies or equipment. REPLY to Box 8425, NATIONAL CLEANER & DYER. -46

SALESMEN-DISTRIBUTORS WANTED

DISTRIBUTORS-JOBBERS for wire garment hangers. Exclusive territories still available. DIAMOND WIRE HANGER CO., CLAIRTON, PA. Mfrs. of Wire Coat Hangers. 8414-14

Salesman wanted now calling on retail cleaners and dyers to sell printed items used by all cleaners and dyers. Commission basis, no investment required, commission on repeat orders. ADDRESS: Box 8459, NATIONAL CLEANER & DYER. -14

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LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. TEXTILE ANALYSIS SERVICE, 53 Auburn St., Concord, N. H. 3635-25

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA. 6040-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. FREEMAN TEXTILE RESEARCH LABORATORIES, 5 Commercial Street, Malden 48, Mass. 7577-25

ENGINEERING CONSULTING SERVICE—Drycleaning problems (quality, distillation, filtration, drying, extraction, operating procedures) investigated, analyzed and solved by a graduate chemical engineer. Write for estimate giving details of your problem. ADDRESS: Box 8388, NATIONAL CLEANER & DYER. -25

FINISHING INSTRUCTION—Industry leaders agree quality is key to 1958 success. Your finishers and inspectors can be trained. Write for rates, stating your problem. ADDRESS: Box 8461, NATIONAL CLEANER & DYER. -25

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Double-breasted suit coats made single. \$9.95 wholesale. Tailoring, any kind. By mail. Also instructions by mail, your inquiries. Talis & Company, 11 Pleasant St., Worcester, Mass. 8137-10

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5947-10

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost CLEANER TOONS and verses. For FREE proofs write DAVID LILLY CARTOONS, Box 147, Long Beach, Calif. 7380-19

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making the drycleaning plant more efficient
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7. Manual for Training Wool Finishers 1.00
the complete job on all types of garments
8. Guide to Construction and Remodeling of
Drycleaning Plants 1.00
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Your Professional Laundry Services 1.00
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11. Fur Book 1.00
complete textbook on cleaning, repairing
and remodeling furs
12. Legal Decisions for the Drycleaner 2.00
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how to identify, clean, spot and finish
all kinds of textiles

To order, check number and mail coupon.
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Send books indicated below.

My check for _____ is enclosed.

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Firm _____

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"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3890-29

HEDDA MOHL, REWEAVER, formerly VIENNA, PARIS. Original French weaving, reweaving, stoting, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 833 Montrose Ave., Chicago 13. 4839-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS, MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 428 Avenue A, Rochester 21, N. Y. 5831-29

The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERGER DAMAGE REWEAVING COMPANY,"** 745 Madison Ave., New York 21, N. Y. 5946-29

REWEAVING. Complete SALES KIT FREE including signs, advertising mats, instruction book, **PRICING CHART**, work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE,** 415 Race St., Cincinnati 2, Ohio. 6066-29

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American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8255-4

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We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-37 Ninth St., Long Island City 1, N. Y., Stillwell 6-6666. 8291-4

48 x 84" AMERICAN MASTER CASCADE double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 8309-4

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IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-4585, has available American Notrax extractor, American 8- and 6-roll ironer, American Cascade 48 x 84, also 9-pocket stainless washer, Hoffman drycleaning and laundry washers, Fellerin-Milnor automatic washers, Hoffman and American 30, 48 and 60" extractors for laundries and cleaners, Hoffman 140F and synthetic cleaning unit. Also Prosperity, Mercury, Manitowoc, Columbia, Butler, Sec-O-Matic synthetic units with Hoyt solvent sizers, Prosperity 2-girl shirt unit, Bendix washers, Bock extractors, Huebsch tumblers for laundrettes. 8454-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-4585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. Automatic unit—10 lb. Columbia unit. 8435-4

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Wanted: From 1 up to 100 used Hoffman presses VCO-56 and XCO-56. Address: Importaciones y Exportaciones Universales, Carretera a Saltillo No. 1, Monterrey, N. L., Mexico. 8282-5

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OUR READERS SAY

Miss Mike Surprised

To the Editor:

There are times when one just doesn't know what to say. I have been in one of those times ever since I took your January issue out of its envelope. Now it is February, and I still don't have the words.

I have always thoroughly enjoyed the work, the contacts, the friendships that have come my way over all the years in the drycleaning industry. There has been so much for me to be thankful for that I don't feel I merit special thanks. Yet I am very grateful for the kind expressions in these pages of your journal—and very, very humble.

Special thanks to you for engineering this Big Surprise.

I have been wanting to write you for some time to thank you for sending NATIONAL CLEANER & DYER to me. I receive all NID bulletins and several of the journals. Isn't it kind of everyone to help me keep current of the drycleaning industry!

In fact, I've gone back to work in it. For the past month I've been a sort of counter clerk in the drycleaning department of the LA Trade-Technical Junior College. Somehow, word of your tribute got around (the school receives your journal), and several officials have sent me memos or stopped by to tell me how wonderful they thought it was to receive such recognition.

EDNA M. MICHELSEN
Los Angeles, California

Spotting Shoes

To the Editor:

I've read your book every time it came in. I work here as a spotter and there's something I would like to know. Have you or do you know of anything to clean different kinds of shoes? You see, a lot of women go dancing and they do drop things on their shoes and would like to have them cleaned. If I could have a book on cleaning shoes I would appreciate it very much.

RITA BAKER
ABC Dry Cleaners
Springfield, Mass.

We assume the reader is referring to cloth shoes rather than leather. To our knowledge there is no book de-

voted to the subject of cleaning or spotting shoes. However, the same techniques would apply to them as to garments. The list of common spots or stains and methods for their removal, appearing in the "Data" section of our March Guidebook issue, may answer the problem.—EDITOR

Consumer Education Films

To the Editor:

We are interested in obtaining a 20- or 25-minute informative or consumer education film depicting the drycleaning process.

Would you kindly furnish us with such information.

RAUB F. BUTLER
Little & Butler Bros.
Yuba City, Calif.

A list of suitable films appears in the "Data" section of our March Guidebook issue.—EDITOR

Unreasonable Customer

To the Editor:

I have a problem with a difficult customer. A wool coat was brought in over the counter that had Coca-Cola spilled over much of the garment. The customer had spilled the coke 10 days before. She failed to tell our counter girl about the spots and they were not noticed until after drycleaning.

I called the customer to find out what the spots were, and to ask for permission to digest the coat to try and remove the spots. Before I could explain anything to her she claimed I had ruined her coat and I had to buy her a new one. She won't permit me to wet the coat and she says I set the spots so therefore I should buy her a new coat.

I tried reasoning with her and the

husband but both are very unreasonable, and want a new coat. Now they say they are going to take it to small claims court and force me to buy a new garment.

One other unpleasant situation. As soon as she hung up after our conversation, she called her husband and told him I had sworn at her. I have two witnesses who were present at the time of the phone call, who will state I didn't use any profanity. Unfairly, the husband believes his wife, which of course antagonizes him to the point where he is out to get all he can out of me.

Could you please give us some legal advice on how to handle this situation?

M. S., California

Apparently you are dealing with a very difficult customer. Under normal circumstances a cleaner is only responsible to exercise reasonable care in processing a garment. In most cases he is at least given the opportunity to rectify the mistake before making payment on a garment. I feel sure that any understanding judge will at least give you that opportunity.

We have a garment analysis department, whose services are offered free of charge to our subscribers. If you can send the garment in, we will be glad to give you a report as to whether or not the spots can be removed without damage to the garment.

—EDITOR

Route Contract Wanted

To the Editor:

Our group is considering drawing up a contract for drivers whereby an employer can protect himself if his routemen would leave and try to pull his route. Someone stated that they thought that you probably had a copy of a contract that may have been used elsewhere. If you have a copy of such a contract I would appreciate it if you would send it to me or tell us about it.

LORETTA REINHARDT, Secretary
The Dry Cleaners Guild
of Missouri, Inc.
University City, Mo.

The request is typical of many we receive. For that reason we are planning to run a suggested contract in an early issue.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
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New York 17, N. Y.

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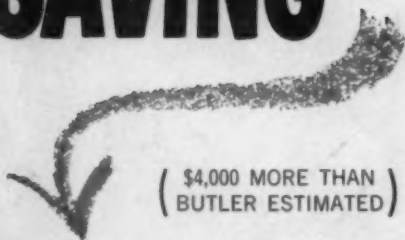
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